schmidt
expert solutions for the publishing world.

Main Plant and Sales Office | 1101 Frontage Road NW | Byron, MN 55920-1386

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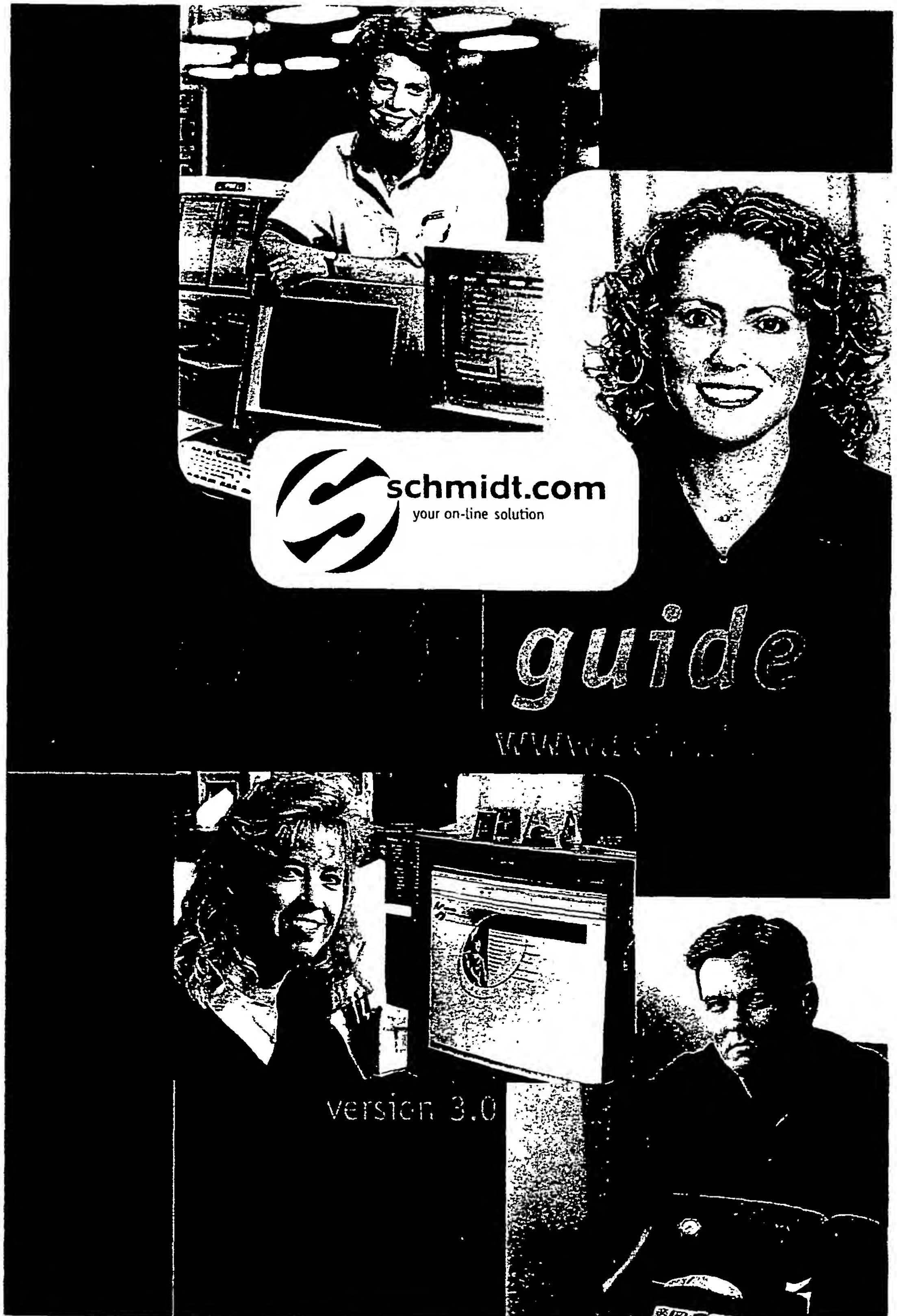
www.schmidt.com

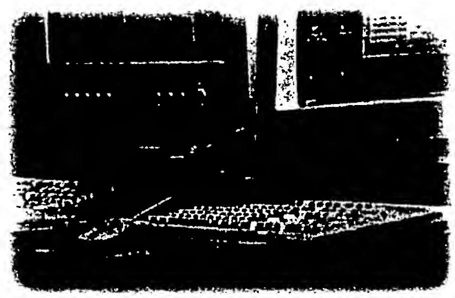


The PTO did not receive the following listed item(s)

table of contents

A

getting started



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getting started

technical support 507.775.7506

Minimum Hardware and Software Requirements for the PC

One of the following Operating Systems

- Windows 2000 or higher
- Windows NT 4.0 with service pack 6a or higher
- Windows 98 version 4.10.1998 or higher
- Windows 98 Second Edition 4.10.2222 A

128 MB RAM or higher

Pentium 200 MHz or higher

Java Virtual Machine (VM)
(Extension to operating system)

Microsoft Internet Explorer 5.5 or higher

Acrobat Reader 5.0 or higher

To Download Internet Explorer:

1. Go to **http://www.microsoft.com/downloads**

2. Select the most current version* of **Internet Explorer** from the Downloads Menu.
   *Version may be higher than 5.5.

3. Follow instructions provided by Microsoft to download the software.

To Download Acrobat Reader:

1. Go to **http://www.adobe.com**.
2. Locate and select Adobe Get Acrobat Reader
3. Follow instructions provided by Adobe to download the software.
   *Version may be higher than 5.0.

Minimum Hardware and Software Requirements for the Mac

- OS 9 or higher
- G3 Series or higher
- 128 MB RAM or higher
- Microsoft Internet Explorer 5.1 or higher
- Acrobat Reader 5.0 or higher

To Download Internet Explorer:

1. Go to **http://www.microsoft.com/mac**

2. Select downloads from the menu on the left.

3. Then select **Internet Explorer.**

4. Choose the version* according to the operating system that is on your Mac.
   *Version may be higher than 5.1.

5. Select English (.hqx) to download.

To Download Acrobat Reader:

1. Go to **http://www.adobe.com.**

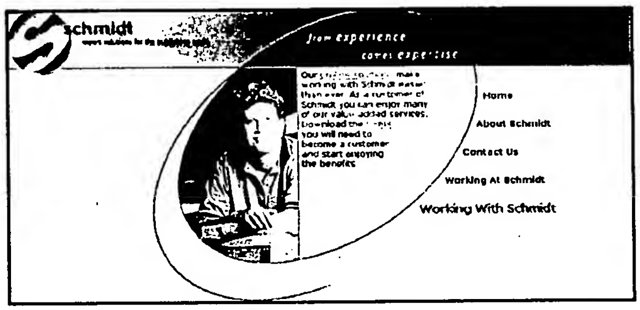
2. Locate and select Adobe Get Acrobat Reader

3. Follow instructions provided by Adobe to download the software.
   *Version may be higher than 5.0.

Log-in to Your Customized Site

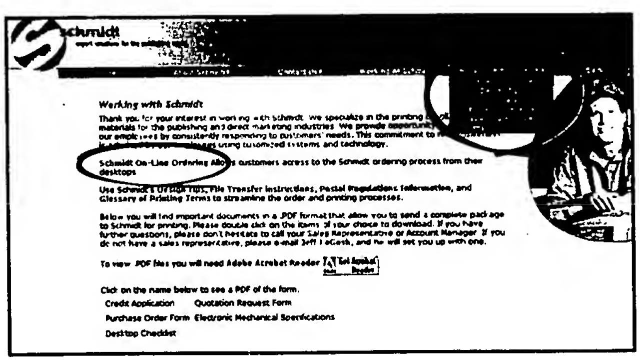
Using Internet Explorer, log into schmidt.com at **http://www.schmidt.com.**

Select **Working With Schmidt** from the menu on the right side of the home page.



Quick Link: While **Working With Schmidt** is highlighted on the main menu of the home page, select **On-line Solutions** from the text in the circle.

Select **Schmidt On-line Ordering** from the text or from the **Working With Schmidt** drop-down menu at the top.



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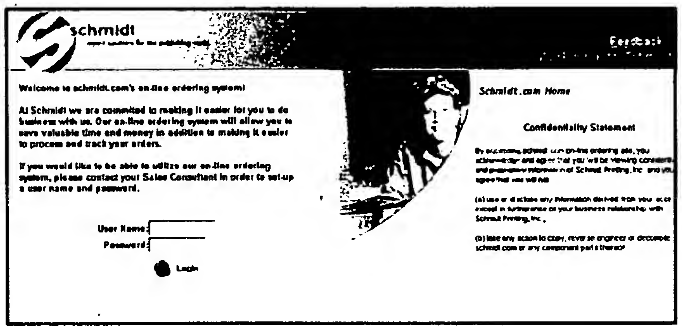
Enter your User Name and Password in the designated areas and click once on the **Login** button to enter your customized site.



*This page can be bookmarked.

For future reference write your User Name and Password below:

User Name

Must be a minimum of five characters and cannot be all numbers.

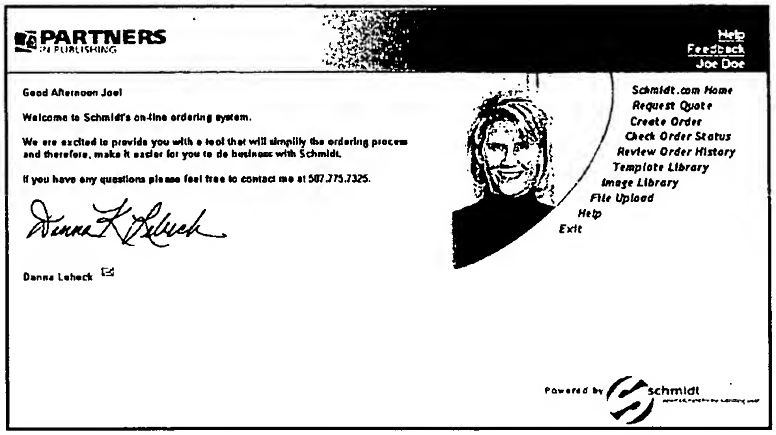
Password

Must be a minimum of four characters and cannot be all numbers.

If you need a User Name and Password, contact your company's schmidt.com administrator or your Schmidt Account Manager.

Main Menu Features

On-line Ordering Menu Page



The following are brief descriptions for each function listed on the main menu.

Schmidt.com Home

Returns you to Schmidt's home page.

Request Quote

Allows you to request a quote on-line.

Create Order

By selecting *Create Order* you have the ability to:

- Create a new order.
- Edit a draft order.
- View an order.
- Approve an order.
- Delete a draft order.

Check Order Status

Offers you real time status of your orders throughout the production process.

Review Order History

Offers you the ability to review previous orders placed with Schmidt.

Template Library

Allows you to view all templates that are available.

Image Library

Contains all of your images (logos and covers) available for use on templates.

File Upload

Allows you to upload artwork as an attachment to your order or to upload artwork for a non-schmidt.com order.

Help

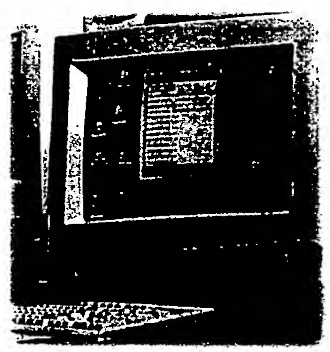
Offers the most up-to-date User's Guide in PDF format that can be viewed on-line or printed out. Select the bookmark tab for a quick link to a desired topic.

Exit

Returns you to Schmidt's home page.

B

templating



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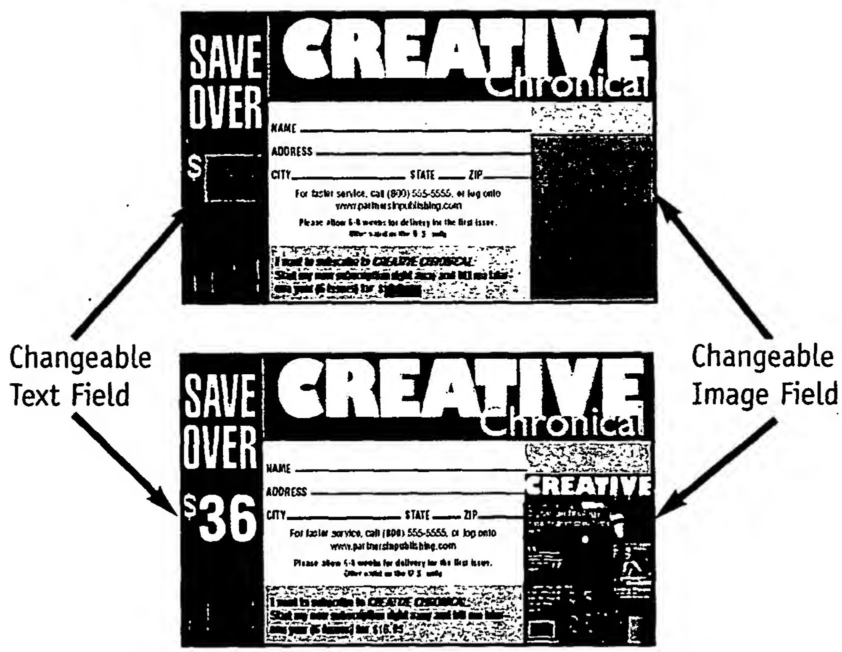
Templating Basics

Templating is the process of creating an electronic template for creatives that are used repeatedly with minor changes. Common changes are codes, dates, prices, percentages, number of issues, mouse type and magazine covers. Templates with changeable fields enable you to make your own changes on-line which eliminates alteration charges and allows you to see and approve the changes made via a PDF proof on-line.



The template above shows an example of changeable fields. The areas in orange are fields that can be customized using schmidt.com.

templating

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File Requirements for Templating

- Documents must be in Quark for Mac. (PC documents are accepted on a test-first basis).

- Hi-res images are needed for printing.

- Required fonts supplied.

- Text data can be changed.

- Colors, fonts and text style cannot be changed.

- Text may reflow within a given textbox based on the text entered. Text may overflow box if additional type is entered into changeable field.

- Kerning (spacing between characters) must be in a TIFF or EPS format. JPG or GIF format is not acceptable for printing.

- Leading (spacing between lines of text) must be consistent throughout a given text box.

- Images that are replaceable will be resized to fit to the image box created in Quark. This could cause a distorted view of the image if the proportions of the images are different than the image box in Quark.

- Images cannot be flipped horizontally or vertically in Quark. This should be done in the native art file, i.e. Photoshop, Illustrator, Freehand.

- Copy dot scanned jobs (DCS files) do not work. The PDF is very slow to create and the colors in the PDF are either distorted or incorrect.

C

request quote

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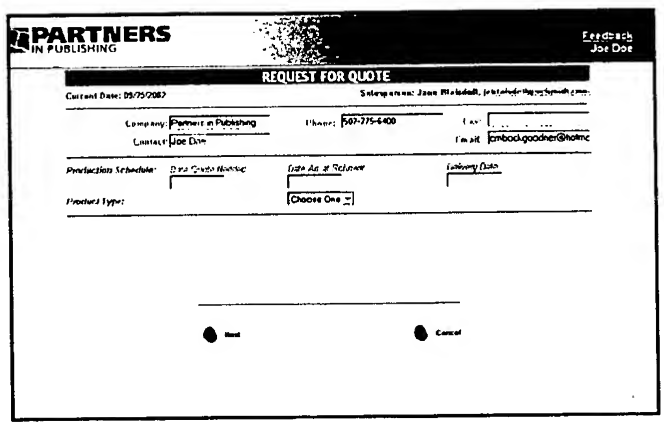
Request a Quote

When you select ***Request Quote*** from the main menu, you move to the first page of the quote request process.

Contact Information Page

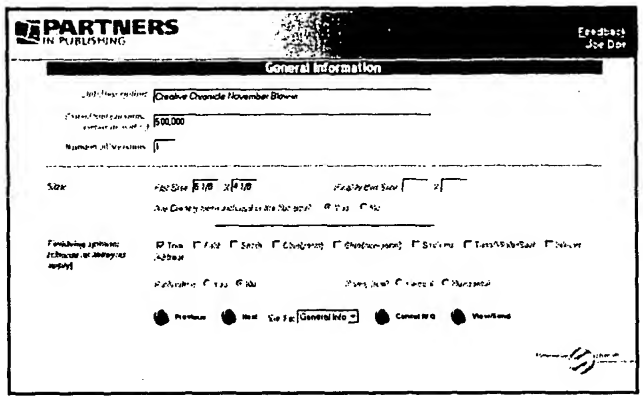


1. Verify the prepopulated contact information.
2. Indicate when you need the quote, the date art will arrive at Schmidt, and your project delivery date.
3. Select the product type.

Next - ***moves you to the next step of the quote request process.***

Cancel - ***allows you to cancel your quote request or return to the On-line Ordering Main Menu.***

General Information Page



4. Enter a job description. (Please be as specific as possible.)

5. When requesting a quote for multiple quantities, type two slashes (//) between each quantity.

6. Indicate the number of versions.

7. Specify the type of finishing required.

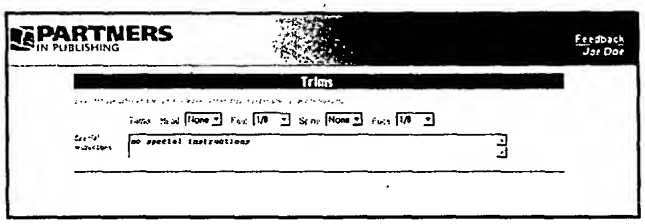
Previous - ***returns you to the previous screen.***

Next - ***moves you to the next step of the quote request process.***

Cancel RFQ - ***allows you to cancel your quote request or return to the On-line Ordering Main Menu.***

View/Send - ***shows you the complete RFQ that will be sent to Schmidt.***

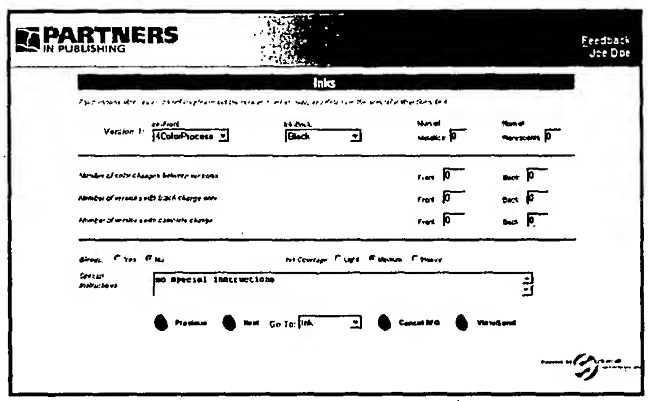
Trim Page



8. Select trim sizes.

*Please note the Trim Page will not appear if you included trims in the flat size on the General Information Page. Instead, you move directly to the Ink Page.

Ink Page

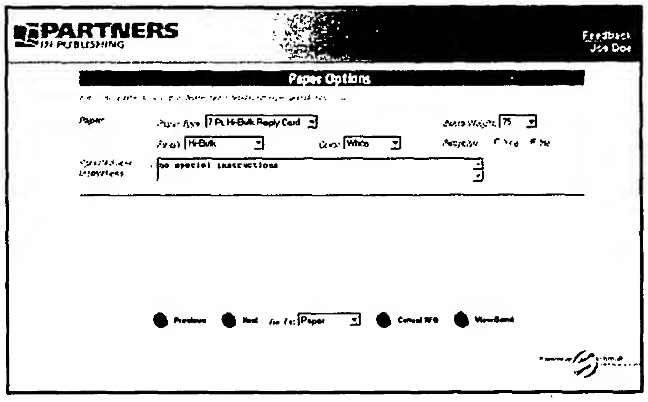


9. Select ink colors from the drop-down menus.

10. Enter the number of plate and color changes.
    color change - only applies to PMS colors
    black change only - generally occurs when only a code changes
    complete change - entire creative changes

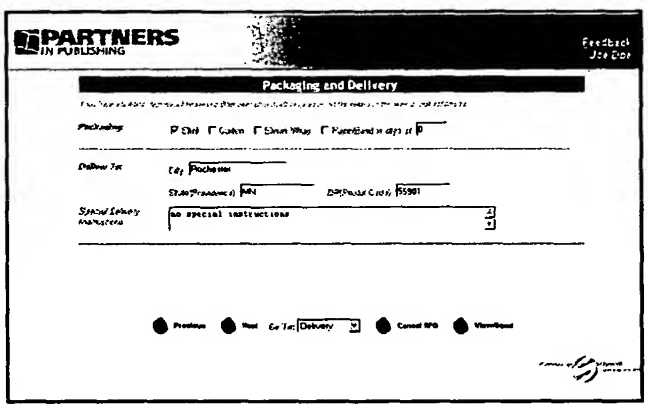
11. Indicate bleeds and ink coverage.

Paper Option Page



12. Using the drop-down menus, select the type of paper, basis weight, finish and color. If you require more than one type of paper to be quoted or a specific brand, list additional information in the *Special Paper Instruction* box.

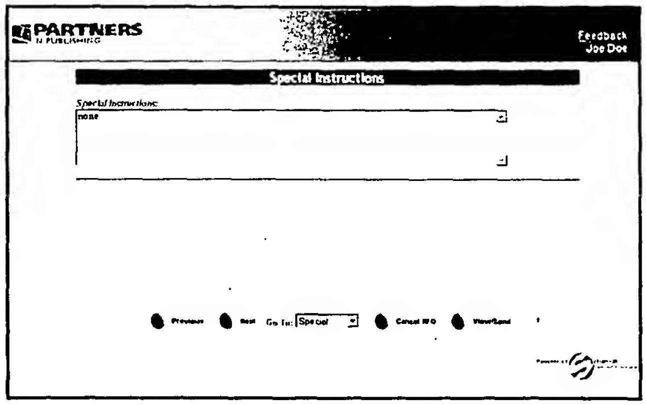
Package & Delivery Page



13. Select the type of packaging required.

14. Indicate the shipping destination.

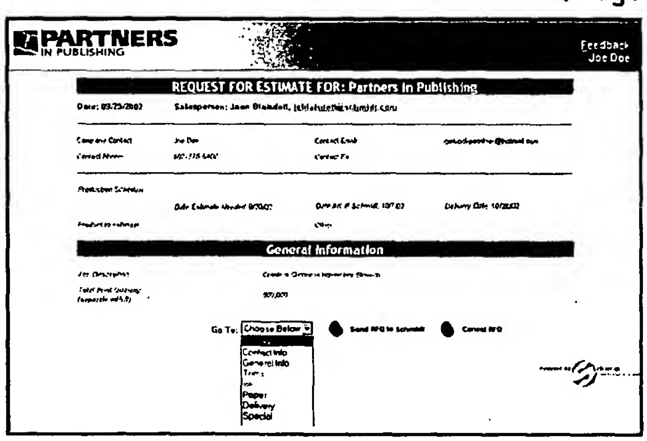
Special Instructions Page



15. Enter any special instructions.

16. Click on the **View/Send** button to view your entire quote request prior to submitting it to Schmidt.

View RFQ Page



If you find an error while reviewing your quote, you can make corrections prior to submitting it to Schmidt. Select the page where corrections are needed from the "Go To" drop-down menu. Once the correction is made you can select **View/Send** to return to the View RFQ Page.

17. To submit your quote request to Schmidt, click on the **Send RFQ to Schmidt** button. Your request is then sent to the Schmidt Estimating Group. You and your Schmidt Sales Consultant will receive a copy of the e-mail confirming your request has been sent.

D

create order

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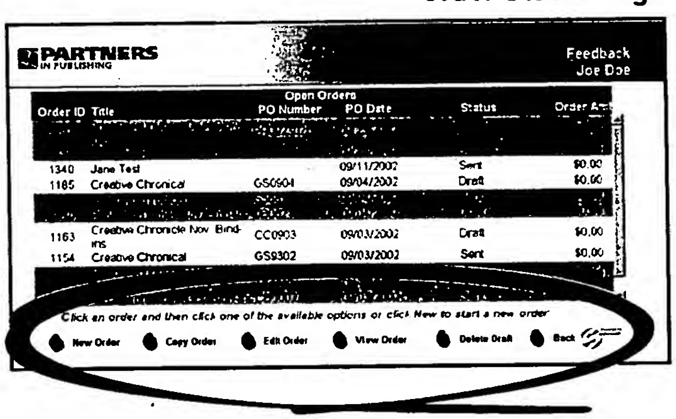
Create a New Order

Once you select ***Create Order*** from the main menu you are taken to an order status page that lists all of your sent and draft orders. At this point you can select:

- **New Order** - ***to create a completely new order.***
- **Copy Order** - ***to copy an existing sent or draft order to create a new order.***
- **Edit Order** - ***to edit an existing draft order.***
- **View Order** - ***to view the details of an order.***
- **Approve Order** - ***to approve a draft order and send it to Schmidt for processing.***
  *This button is not available to all users.
- **Delete Draft** - ***to delete a draft order.***
- **Back** - ***to return to the main menu.***
  *Always use this back button to navigate your customized site. The Internet Explorer back button will not work properly.

Order Status Page

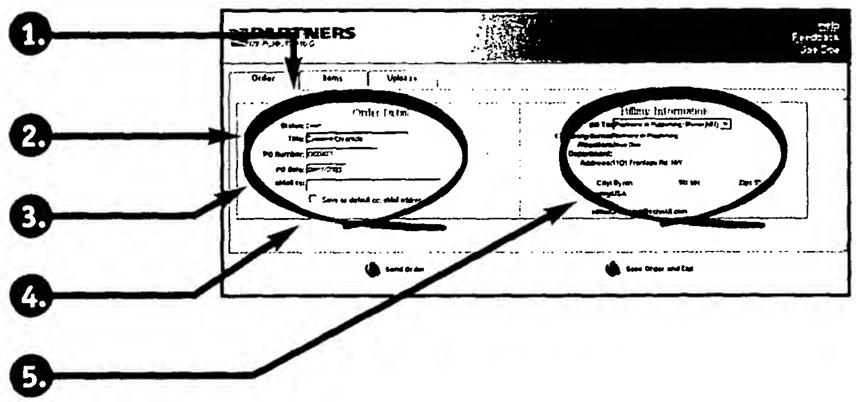


Order ID	Title	PO Number	PO Date	Status	Order Am
1340	Jane Test		09/11/2002	Sent	$0.00
1185	Creative Chronical	GS0904	09/04/2002	Draft	$0.00
1163	Creative Chronicle Nov Bind-ins	CC0903	09/03/2002	Draft	$0.00
1154	Creative Chronical	GS9302	09/03/2002	Sent	$0.00

New Order Using Templates

To create an order for the first time select **New Order.**

Order Tab Page



1. Give the job a *Title* that is as specific as possible to be able to easily identify the order later. You may want to list the magazine title, type of product, and the issue date. Example: *Creative Chronicle* Blow-ins, March 2002.

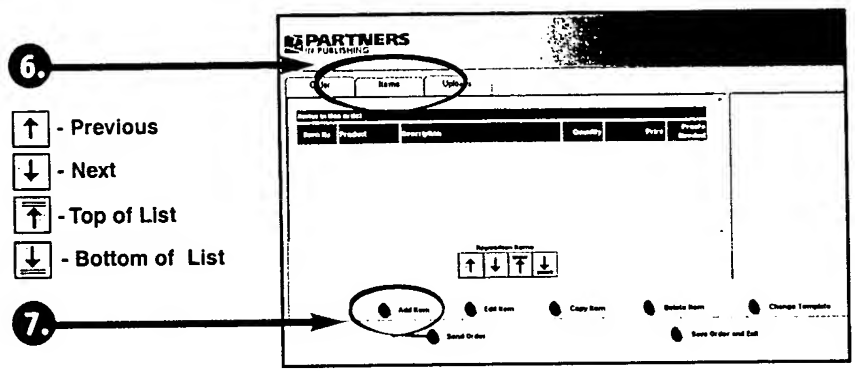
2. Enter your *Purchase Order* number.

3. Enter your *Purchase Order date* if different than default date.

4. Enter an email address in the *eMail cc:* field if you want someone copied on the sent order (you do not need to enter your own email address, you will automatically receive an email notification). Check the box below to save the cc: eMail address as your default.

5. Enter the Bill To information by selecting an address from the drop down menu or by editing the information in each field. Contact your Account Manager to add address selections.

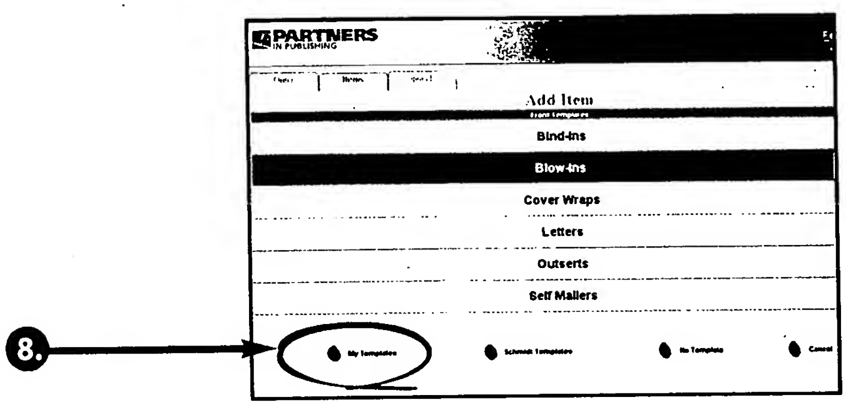
Items Tab Page



6. Select the ***Items Tab*** to add items to your order.

7. Click on the **Add Item** button to add the first item on your order.

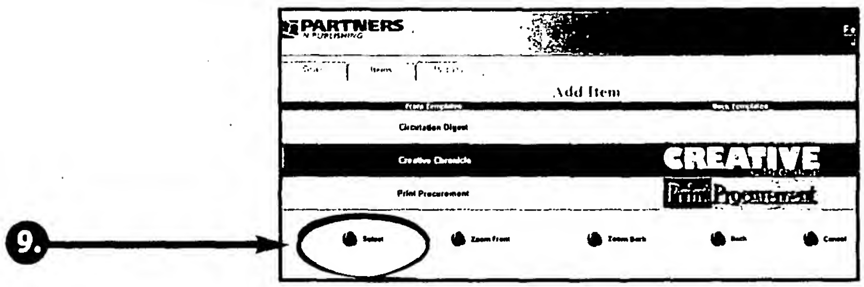
Select Product Window



8. Highlight the product type on the menu and click on the **My Templates** button to select the template you want to use.

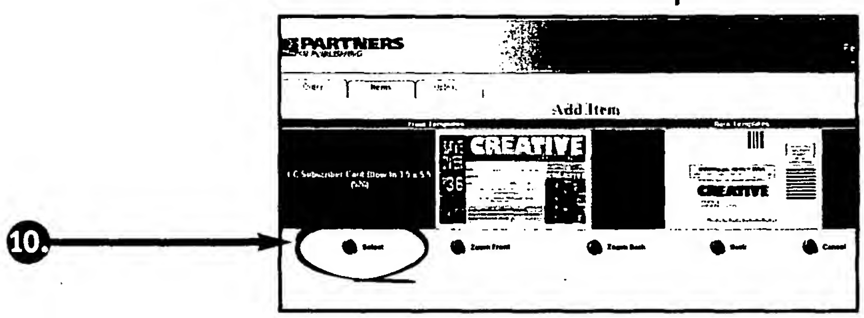
Schmidt Templates
Will be available on future versions of schmidt.com.

Select Group Window



9. This screen will appear for users with multiple title templates. If this applies, select the specific title you are ordering then click on the **Select** button.

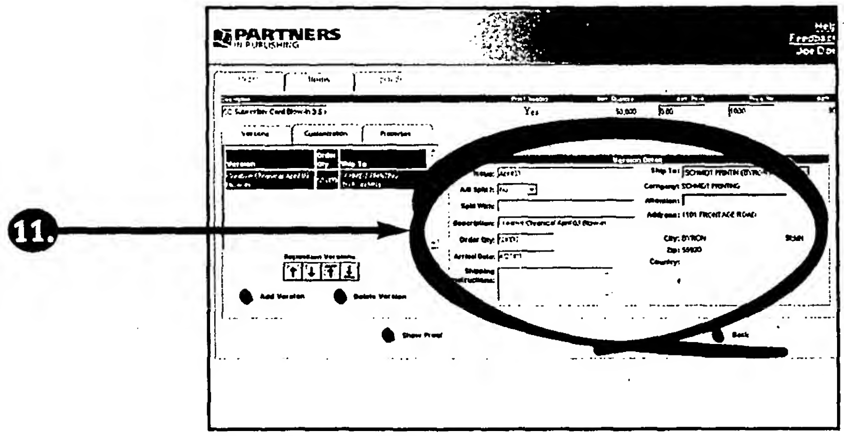
Select Template Window



10. To select a template, highlight the design you wish to use by clicking on it once then click on the **Select** button. This will take you to the **Versions Detail Page** of the ***Items Tab***.

- **Zoom Front** - ***allows you to enlarge the front of the template to view more detail.***
- **Zoom Back** - ***allows you to enlarge the back of the template to view more detail.***
- **Back** - ***returns you to the product menu.***
- **Cancel** - ***returns you back to the order entry screen.***

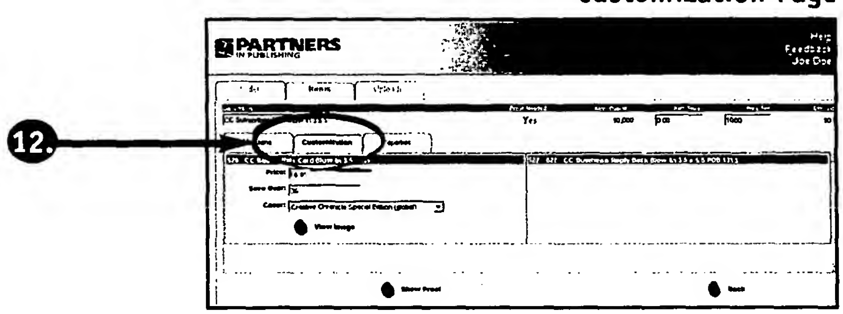
Version Detail Page



11. Enter all version detail information.
    *Use drop down menu to select shipping destination.

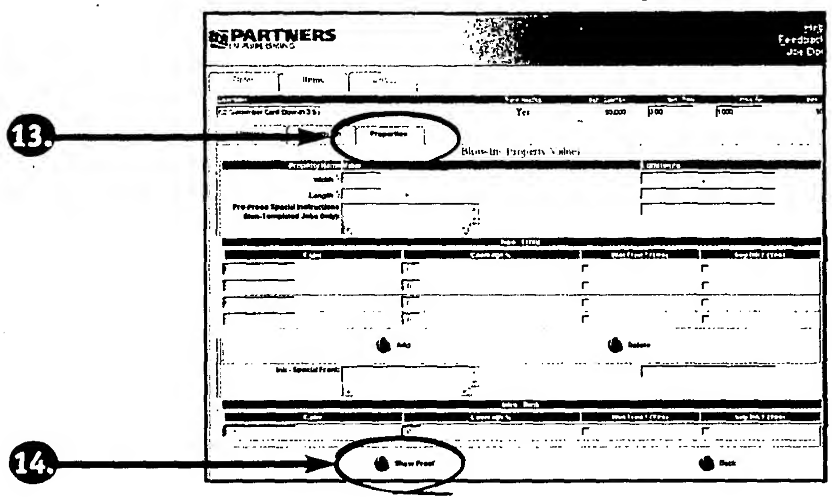
Additional code versions may be added by selecting **Add Version**. By clicking on the **Add Version** button the previous version is copied to allow you to edit any item details. **Customizable areas of the template cannot be changed by adding versions, only by adding items.**

Customization Page



12. Select the ***Customization Tab*** to edit the customizable fields for the template.

Property Details Page

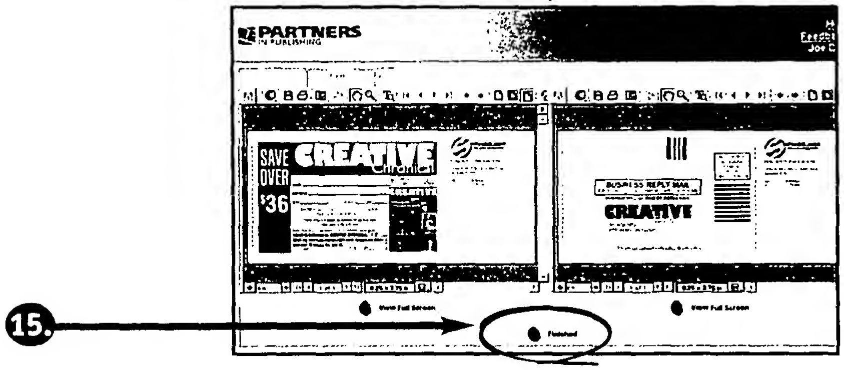


13. Select the ***Properties Tab*** to verify that the paper and production information is correct.

    * If you want the item to run in a color different than what was templated, indicate the change in the *Ink-Special Front or Ink-Special Back fields*. Note, the on-line proof will not reflect the color change, it will view color as it was templated.

14. To view an on-line proof, click on the **Show Proof** button. Use the **View Full Screen** buttons for a better view of the front and back sides of the proof. Click on **X** in the upper right corner to close the window.

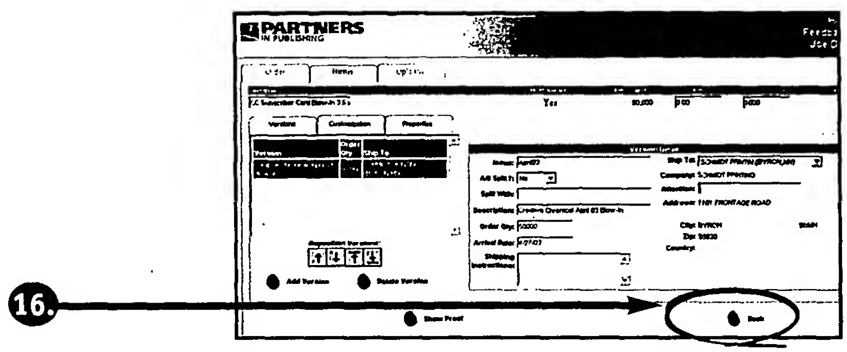
Show Proof Window



15. Select **Finished** when done and it will take you back to the **Versions Detail Page.**

   * A proof must be viewed before an order can be sent. If changes are made after a proof is viewed, you will need to view it again before sending.

Versions Detail Page

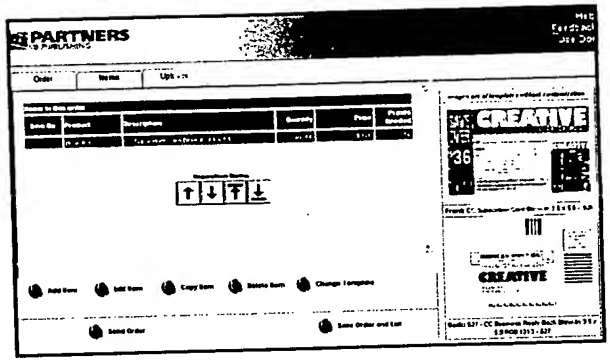


16. Click on the **Back** button to return to the **Items Tab Page.**

Option 1 for Step 17

17. Click on the **Save Order and Exit** button to save your order as a draft or click on the **Send Order** button to send it for processing.

Items Tab Page



Option 2 for Step 17

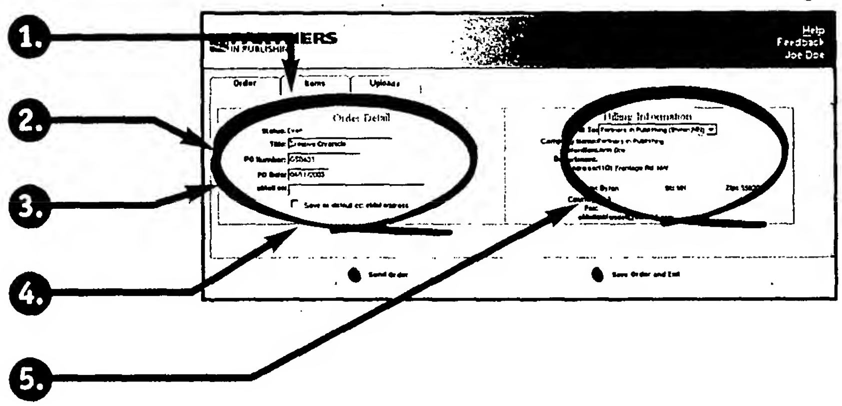
17. Continue to add items by selecting **Add Item** or **Copy Item**.

- **Add Item** - *allows you to add another item using a different creative or template. Follow steps 7-17 for adding an item using a template (see New Order Using Uploaded Files steps 7-18 for adding an uploaded file).*
- **Edit Item** - *allows you to edit all of the item detail information and/or select a different creative upload.*
- **Copy Item** - *allows you to copy details from one item to create another by editing the detail information and/or selecting a different creative upload.*
- **Delete Item** - *allows you to delete an item listed on the order.*
- **Change Template** - *allows you to change the template.*

New Order Using Uploaded Files

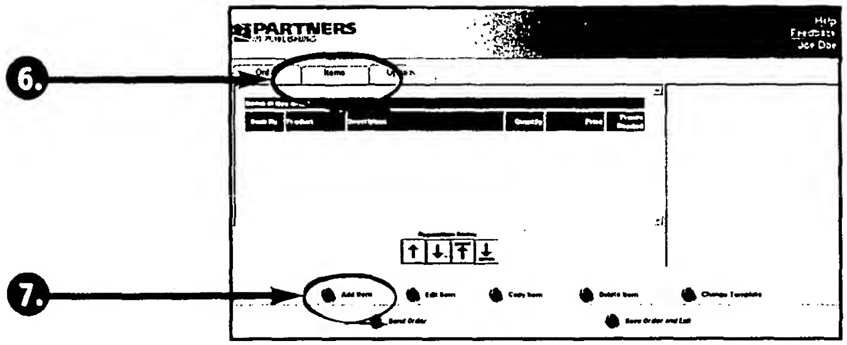
To create an order for the first time, select **New Order.**

Order Tab Page



1. Give the job a *Title* that is as specific as possible to be able to easily identify the order later. You may want to list the magazine title, type of product, and the issue date. Example: *Creative Chronicle* Blow-ins, March 2002.
2. Enter your *Purchase Order* number.
3. Enter your *Purchase Order date* if different than the default date.
4. Enter an email address in the *eMail cc:* field if you want some one copied on the sent order (you do not need to enter your own email address, you will automatically receive an email notification). Check the box below to save the cc: eMail address as your default.
5. Enter the *Bill To* information by selecting an address from the drop down menu or by editing the information in each field. Contact your Schmidt Account Manager to add address selections.

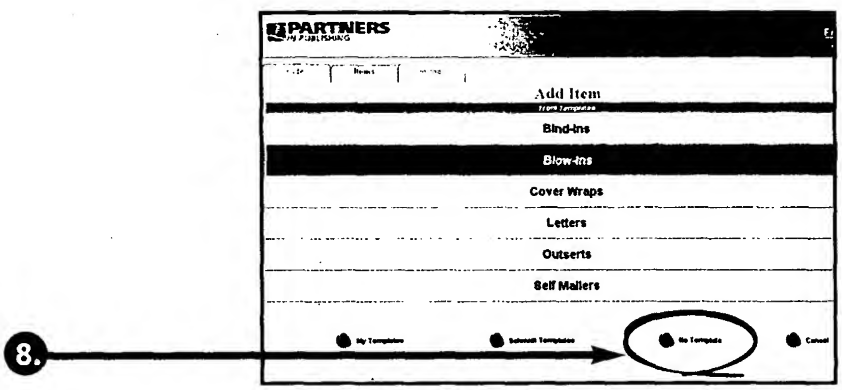
Items Tab Page



6. Select the ***Items Tab*** to add items to your order.

7. Select the **Add Item** button to add the first item on your order.

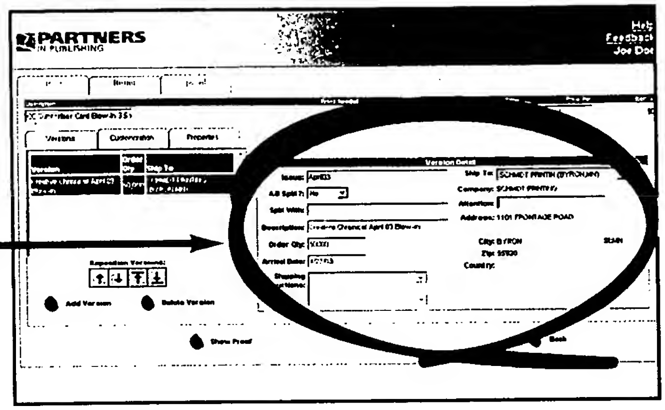
Select Product Window



8. Highlight the product type on the menu and click on the **No Templates** button.

Version Detail Page

9.

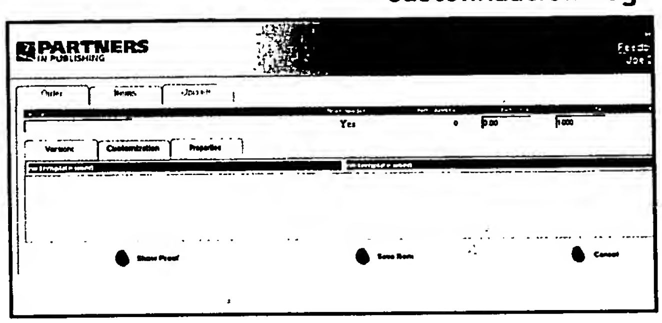


9. Enter all version detail.

   *Use drop-down menu to select shipping destination.

Additional code versions may be added by selecting **Add Version.** By clicking on the **Add Version** button the previous version is copied to allow you to edit any item details.

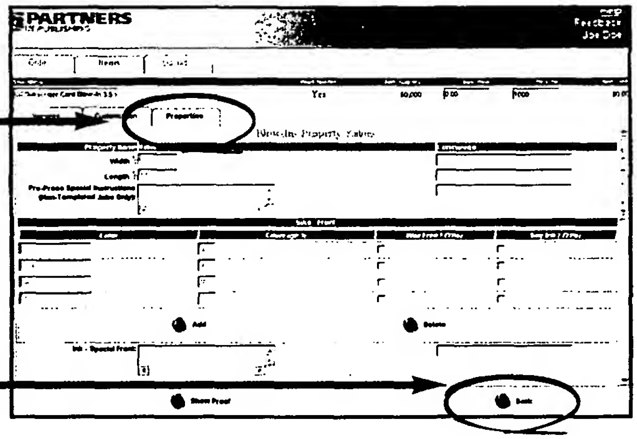
Customization Page



Skip the ***Customization Tab*** since you are uploading the creative and not using a customized template.

Property Details Page

10.

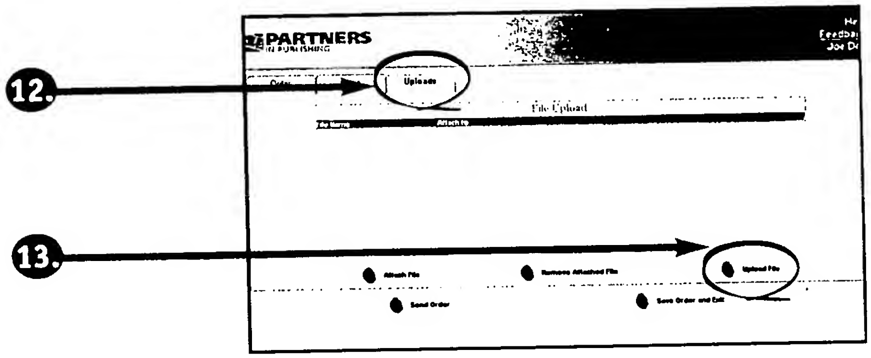


11.

Note: The Show Proof button is not used for orders with uploaded files.

10. Select the ***Properties Tab*** to enter complete production details for the item. To process your order, we need the following information:
   - Item size (width and length)
   - Ink (front and back)
   - Publication specifications (if applicable)
     - –Publication dimensions
     - –Trim values
   - Folding specifications (if applicable)
   - Gluing specifications (if applicable)
   - Paper specifications
     - –Weight
     - –Stock
     - –Color
   - Press specifications
     - –Score or perf
     - –Special instructions
11. Click on the **Back** button to return to the **Items Tab Page**.

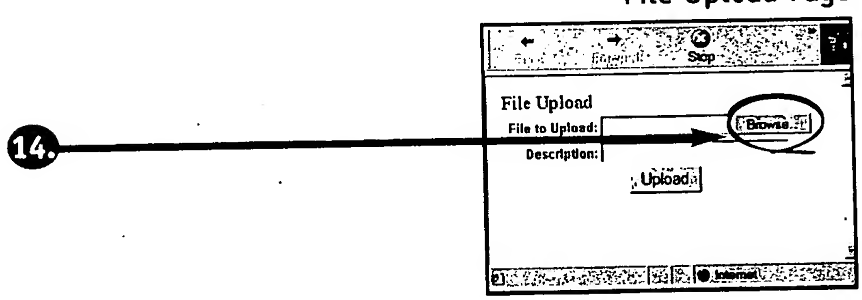
Uploads Tab Page



12. Select the ***Uploads Tab*** to attach a creative to an order. If the file you wish to attach has already been uploaded go to step 17. If the file you wish to attach needs to be uploaded go to step 13.

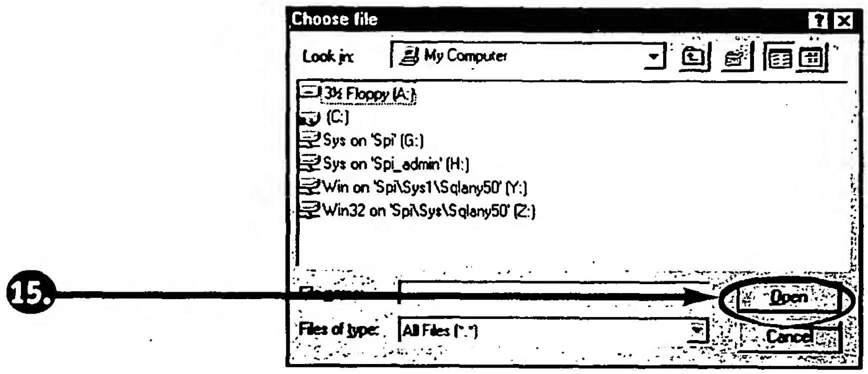
13. Click on the **Upload File** button.

File Upload Page



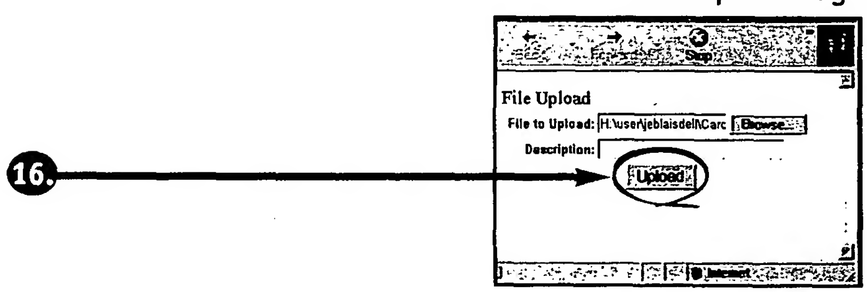
14. Click the Browse button to activate the **Choose File Window** on your computer.

Choose File Window



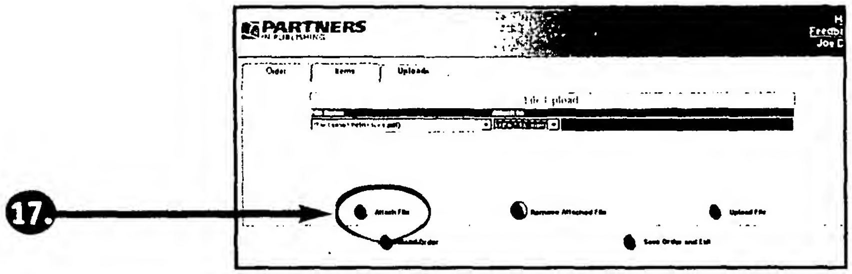
15. Select the Zip or stuffed file you want to upload from your directory and then click on **Open** .

File Upload Page



16. Click on the **Upload** button and the file will then be available to attach to an item in your order.

Uploads Tab Page

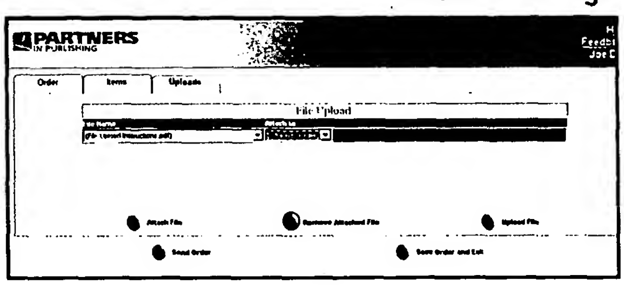


17. Attach an uploaded creative to an item by selecting the **Attach File** button. From the *File Name* drop-down menu select the file you wish to attach. From the *Attach to* drop-down menu select the item the selected file should be attached to. Repeat for orders with multiple files and items.

    * Please fax your Account Manager a laser copy of uploaded files.

You will not be able to view a proof on-line for attached files. View Proofs is available for templated items only.

Items Tab Page



Option 1 for Step 18

18. Click on the **Save Order and Exit** button to save your order as a draft or click on the **Send Order** button to send it for processing.

Option 2 for Step 18

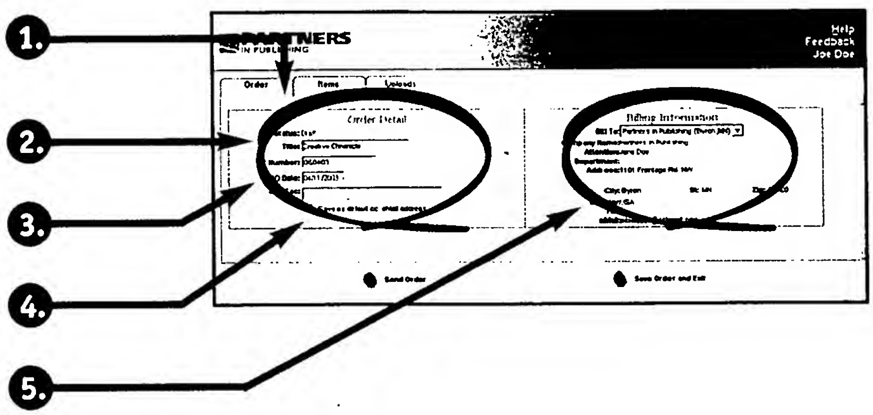
18. Continue to add items by selecting the **Items Tab** and selecting **Add Item** or **Copy Item**.

- **Add Item** - *allows you to add another item using a different creative or template. Follow steps 7-18 for adding an item using an uploaded file (see New Order Using Template step 7 -17 for adding an item using a template).*
- **Edit Item** - *allows you to edit all of the item detail information and/or select a different creative upload.*
- **Copy Item** - *allows you to copy details from one item to create another by simply editing the details information and/or selecting a different creative upload.*
- **Delete Item** - *allows you to delete an item listed on the order.*
- **Change Template** - *allows you to change the template on an item (this option would not be used if attaching files).*

New Order Using Copy Order Feature

To create a new order by copying an existing draft or sent order, highlight the order you wish to copy from the order status page then click on the **Copy Order** button.

Order Tab Page



1. Update the *Job Title* to be as specific as possible for future reference. Example: *Creative Chronicle* Blow-ins, March 2002.

2. Enter a new *Purchase Order* number.

3. Verify *Purchase Order date*.

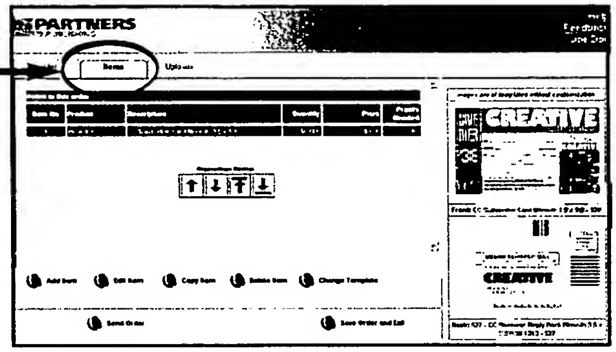
4. Enter an email address in the *eMail cc*: field if you want someone copied on the sent order (you do not need to enter your own email address, you will automatically receive an email notification.) Check the box below to save the cc: eMail address as your default.

5. Verify *Bill To* information.

6. Select the ***Items Tab*** and highlight the item you wish to edit and select **Edit Item** to revise the version details.

Items Tab Page

6.



Add Item - *allows you to add another item using a different creative or template. Follow steps 7-18 for adding an item using an uploaded file or steps 7-17 for adding an item using a template (see New Order Using Template).*

Edit Item - *allows you to edit all of the item detail information and/or select a different creative upload.*

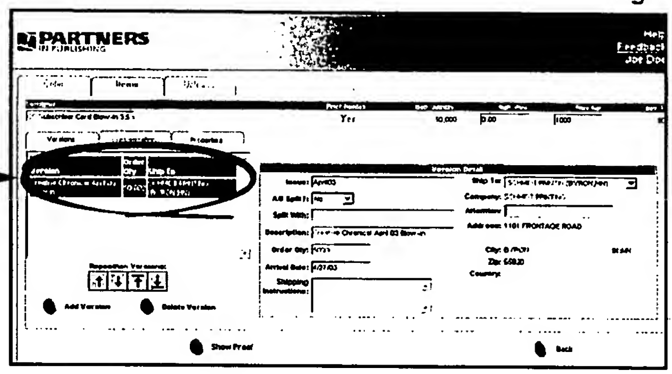
Copy Item - *allows you to copy details from one item to create another by simply editing the details information and/or selecting a different creative upload.*

Delete Item - *allows you to delete an item listed on the order.*

Change Template - *allows you to change the template on an item (this option would not be used if attaching files).*

Version Detail Page

7.

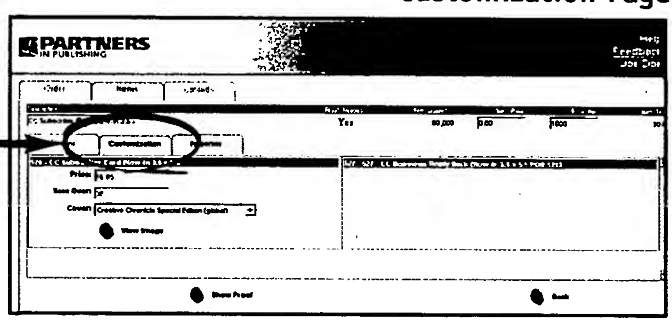


7. Highlight the version you wish to edit detail information for and make your changes in the appropriate fields.

Additional code versions may be added by selecting **Add Version.** By clicking on the **Add Version** button the previous version is copied to allow you to edit any item details. **(Customizable areas of a template cannot be changed by adding versions, only by adding items.)**

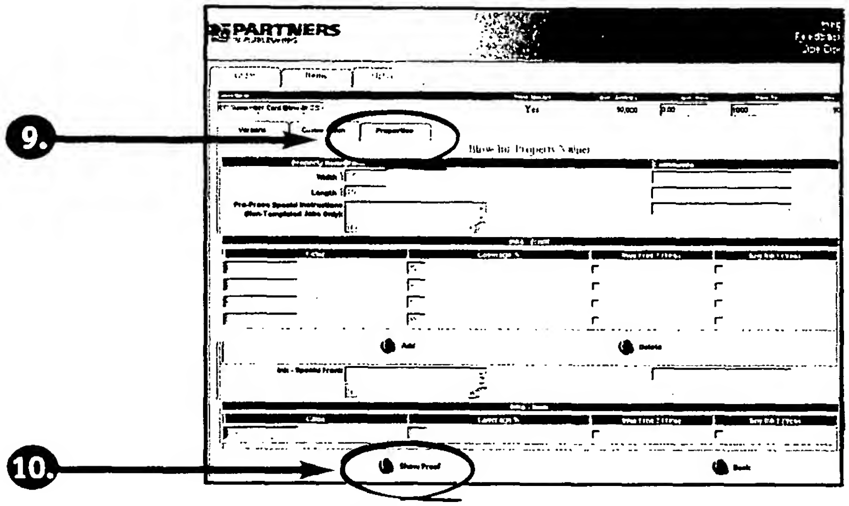
Customization Page

8.



8. Select the ***Customization Tab*** to edit customizable fields if using a template.

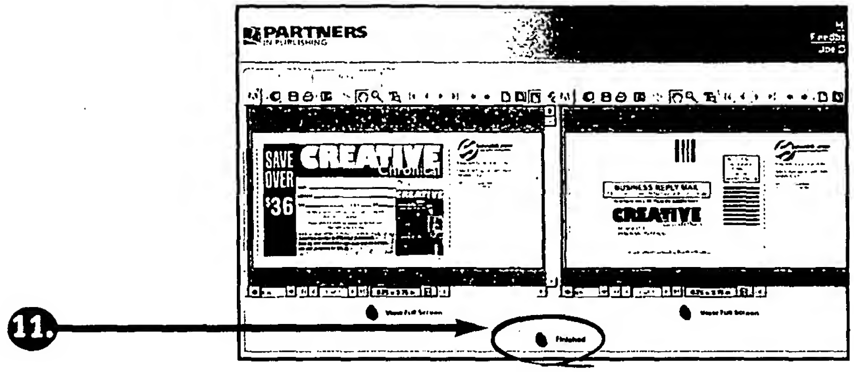
Property Details Page



9. Select the ***Properties Tab*** to review the item specifications.
   * If you want the item to run in a color different than what was templated, indicate the change in the *Ink-Special Front or Ink-Special Back field*. Note, the on-line proof will not reflect the color change, it will view color as it was templated.

10. If using templates, click the **Show Proof** button to view an on-line proof. When using an uploaded creative, click on the **Back** button to return to the **Items Tab Page** and then proceed to the **Uploads Tab**.

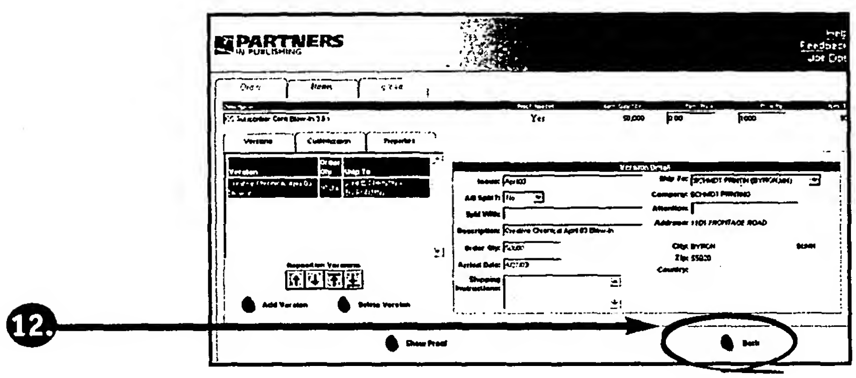
Show Proof Window



11. Select **Finished** when done and it will take you back to the **Versions Detail Page.**

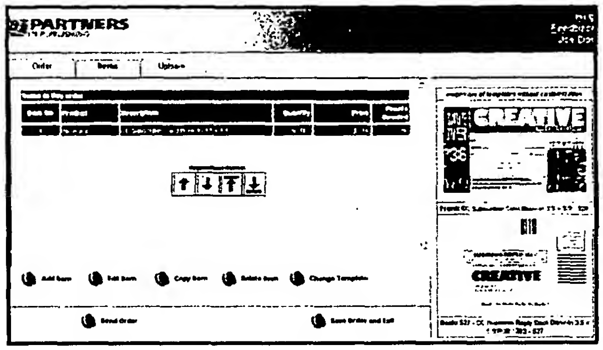
* A proof must be viewed before an order can be sent. If changes are made after a proof is viewed, you will need to view it again before sending.

Version Detail Page



12. Continue to edit or add versions or click on the **Back** button when finished.

Items Tab Page



Option 1 for Step 13

13. Click on **Save Order and Exit** to save your order as a draft or click on **Send Order** to send it for processing.

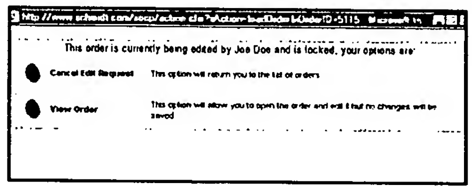
Option 2 for Step 13

13. Continue to edit or add items.

Edit a Draft Order

Select a draft order from the Order Status page by highlighting it and then click on the **Edit Order** button.

Note: To insure multiple users cannot make changes to an order at the same time, the system will display the following message when a second user opens a draft order:



The following functions can be performed to edit an order within the ***Items Tab***:

- **Add Item** - ***allows you to add another item using a different creative or template. Follow steps 7-18 for adding an item using an uploaded file or steps 7-17 for adding an item using a template (see New Order Using Template).***
- **Edit Item** - ***allows you to edit all of the item detail information and/or select a different creative upload.***
- **Copy Item** - ***allows you to copy details from one item to create another by simply editing the details information and/or selecting a different creative upload.***
- **Delete Item** - ***allows you to delete an item listed on the order.***
- **Change Template** - ***allows you to change the template on an item (this option would not be used if attaching files).***

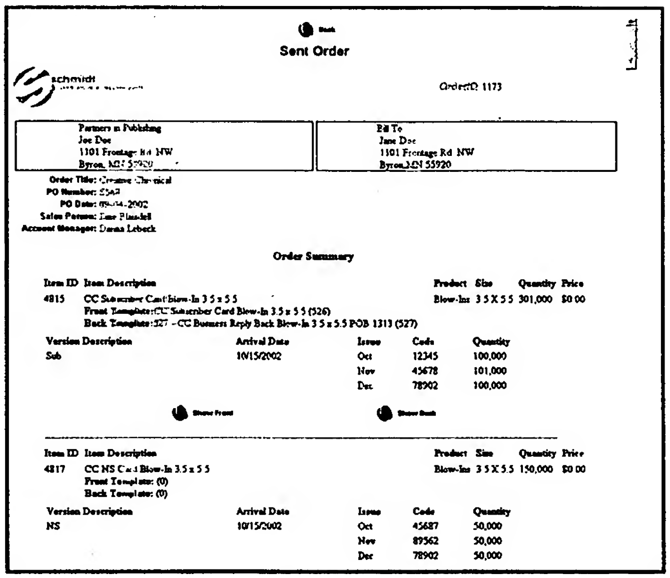
To save the order as a draft, click on the **Save Order and Exit** button.

To send the order for processing, click on the **Send Order** button.

View an Order

Highlight the order on the Order Status page.
Select **View Order** to view a summary of the order.

Order Summary Page



Sent Order

schmidt

OrderID 1173

Partners in Publishing Joe Doe 1101 Frontage Rd NW Byron, MN [illegible]	Bill To Jane Doe 1101 Frontage Rd NW Byron, MN 55920

Order Title: [illegible]
PO Number: [illegible]
PO Date: [illegible]-2002
Sales Person: [illegible]
Account Manager: [illegible]

Order Summary

Item ID	Item Description	Product	Size	Quantity	Price
4815	CC Subscriber Card Blow-In 3.5 x 5.5 Front Template: CC Subscriber Card Blow-In 3.5 x 5.5 (526) Back Template: 527 - CC Business Reply Back Blow-In 3.5 x 5.5 POB 1313 (527)	Blow-Ins	3.5 X 5.5	301,000	$0.00

Version Description	Arrival Date	Issue	Code	Quantity
Sub	10/15/2002	Oct	12345	100,000
		Nov	45678	101,000
		Dec	78902	100,000

Item ID	Item Description	Product	Size	Quantity	Price
4817	CC NS Card Blow-In 3.5 x 5.5 Front Template: (0) Back Template: (0)	Blow-Ins	3.5 X 5.5	150,000	$0.00

Version Description	Arrival Date	Issue	Code	Quantity
NS	10/15/2002	Oct	45687	50,000
		Nov	89562	50,000
		Dec	78902	50,000

Back - ***returns you to the order status page***

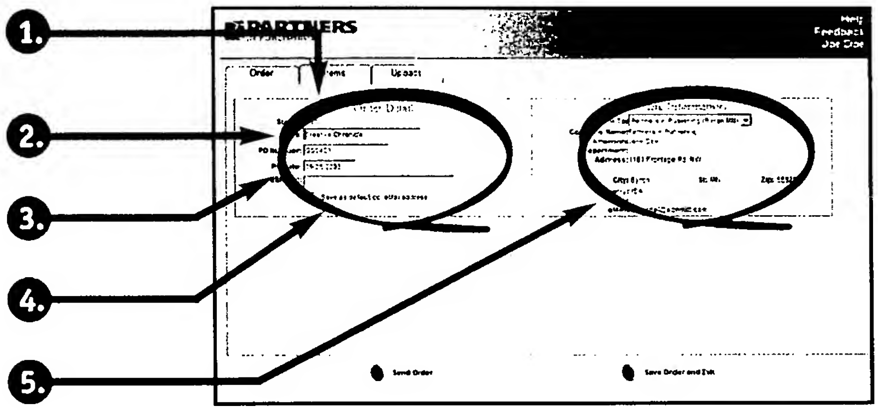
Show Front - ***allows you to view a PDF of the front of your creative.***
* Only available on templated sent orders.

Show Back - ***allows you to view a PDF of the back of your creative.***
* Only available on templated sent orders.

New Order Using Pre-Plan

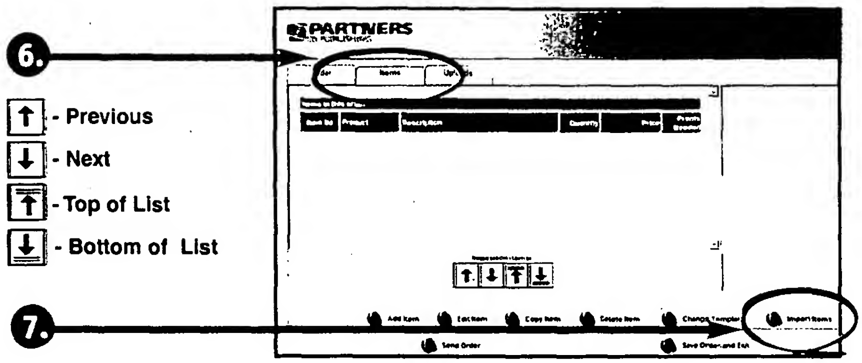
To create an order for the first time select **New Order**.

Order Tab Page



1. Give the job a *Title* that is as specific as possible to be able to easily identify the order later. You may want to list the magazine title, type of product, and the issue date. Example: *Creative Chronicle* Blow-ins, March 2002.
2. Enter your *Purchase Order* number.
3. Enter your *Purchase Order date* if different than default date.
4. Enter an email address in the *eMail cc:* field if you want some-one copied on the sent order (you do not need to enter your own email address, you will automatically receive an email notification). Check the box below to save the cc: eMail address as your default.
5. Enter the Bill To information by selecting an address from the drop down menu or by editing the information in each field. Contact your Account Manager to add address selections.

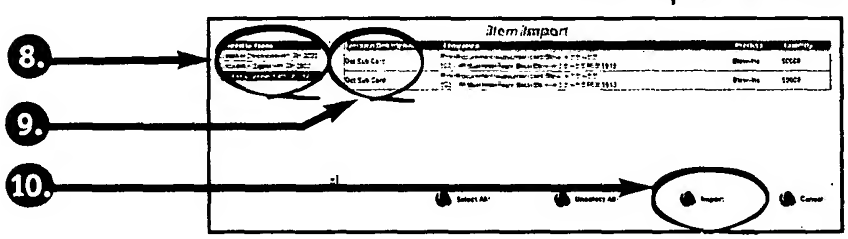
Items Tab Page



6. Select the ***Items Tab*** to add items to your order.

7. Select the **Import Items** button to choose the desired Pre-Plan from Available Plans.

Item Import Window

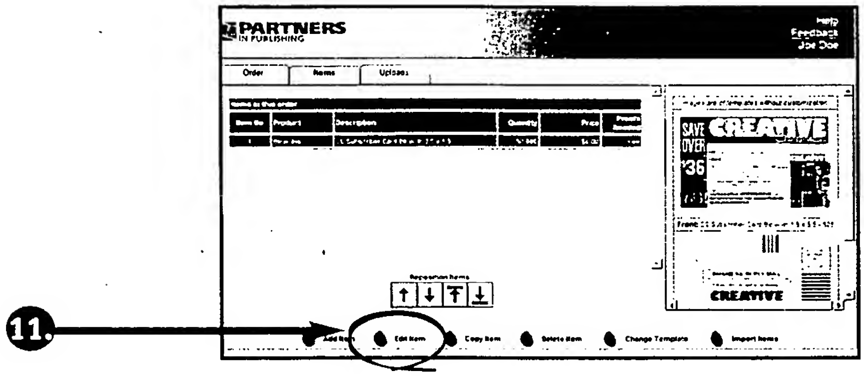


8. Click on the Plan to display the versions.

9. Click on the desired versions to import or select the **Import All** button to highlight all versions.

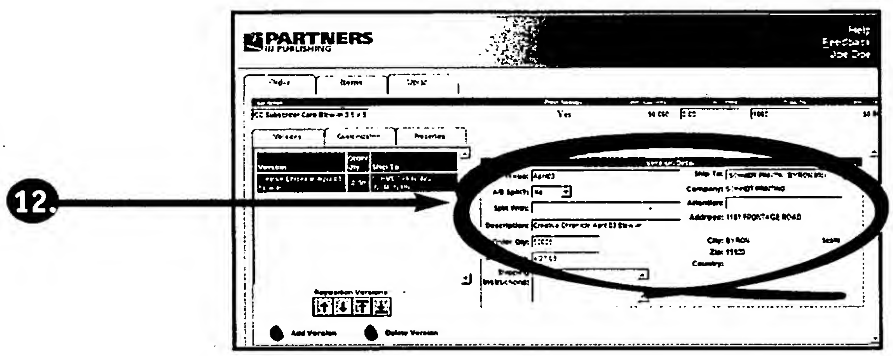
10. Select the **Import** button. After the import is complete, the imported items will display on the ***Items Tab*** (versions will display in the ***Versions Tab*** under Edit Item).

Items Tab Page



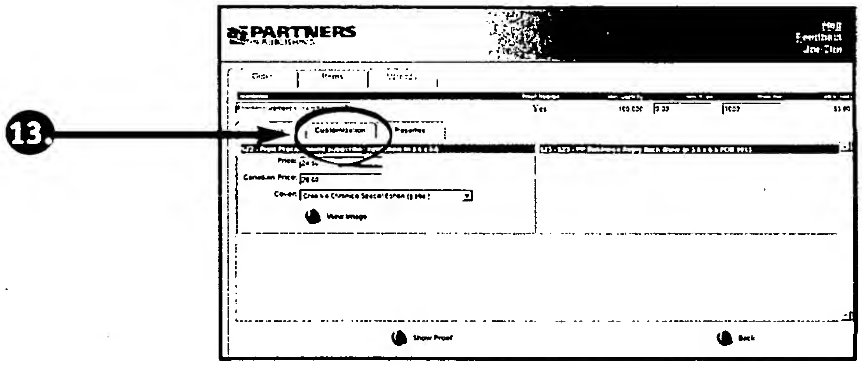
11. Select the **Edit Item** button to view Version data, change Customization (on templated items), view proofs, and enter Properties.

Version Detail Page



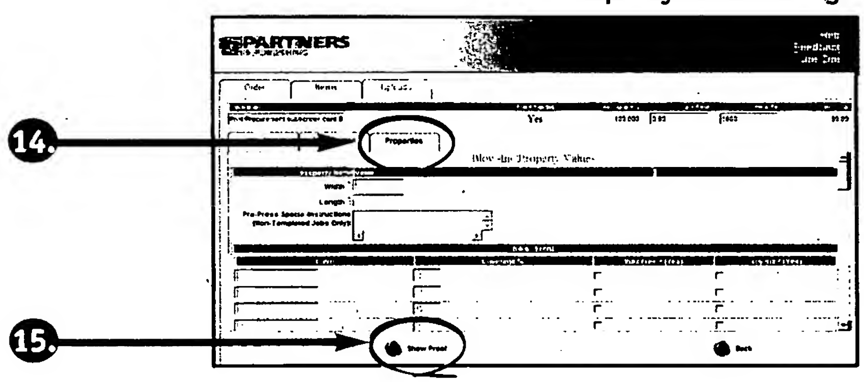
12. The Version Detail information imports from the Pre-Plan. No additional entry should be needed. Changes, additions or deletions can be made.

Customization Page



13. Select the ***Customization*** tab to edit the customizable fields for templated items. Templated creatives must be customized in Create Order, they cannot be customized in Pre-Plan. Non-templated items do not have customization.

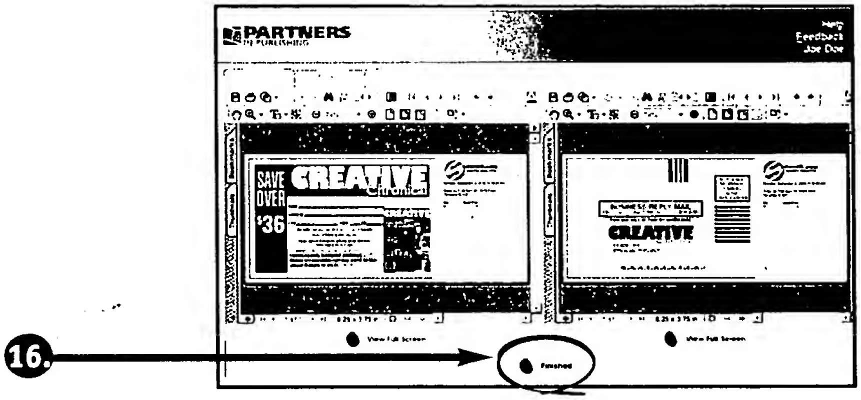
Property Details Page



14. Select the ***Properties*** Tab to verify that the paper and production information is correct. Properties will default for templated items.

15. To view an on-line proof (templated items only), click on the **Show Proof** button. Use the View Full Screen buttons for a better view of the front and back sides of the proof. Click the **X** in the upper right corner to close the window.

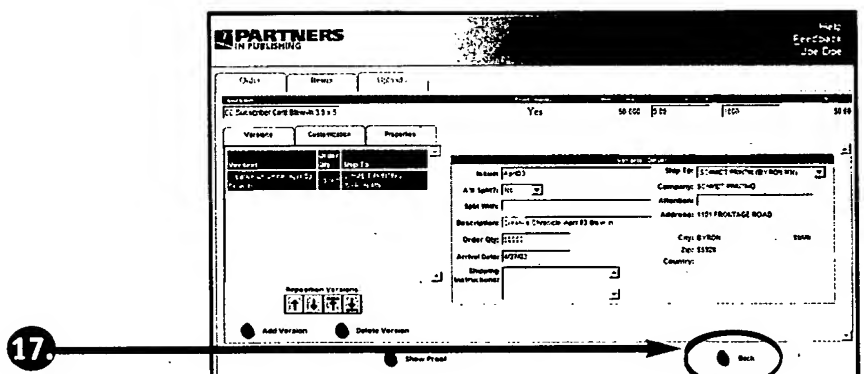
Show Proof Window



16. Select **Finished** when done and it will take you back to the **Versions Detail Page.**

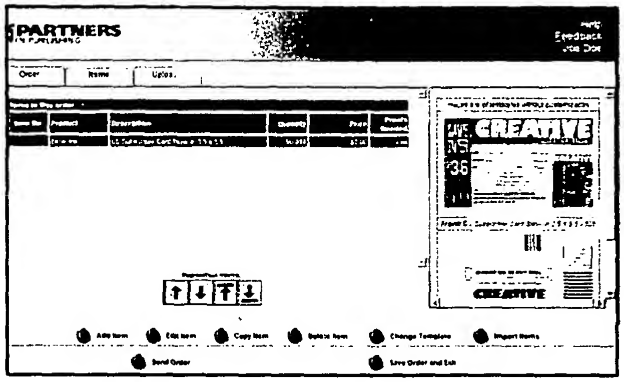
* A proof must be viewed before an order can be sent. If changes are made after a proof is viewed, you will need to view it again before sending.

Versions Detail Page



17. Click on the **Back** button to return to the **Items Tab Page.**

Items Tab Page



Option 1 for Step 18

18. Click on the **Save Order and Exit** button to save your order as a draft or click on the **Send Order** button to send it for processing.

Option 2 for Step 18

18. Continue to add items by selecting **Add Item** or **Copy Item**.

● **Add Item** - ***allows you to add another item to the order.***

● **Edit Item** - ***allows you to edit all of the item detail information and/or select a different creative.***

● **Copy Item** - ***allows you to copy details from one item to create another by editing the detail information and/or selecting a different creative.***

● **Delete Item** - ***allows you to delete an item listed on the order.***

● **Change Template** - ***allows you to change the template.***

● **Import Item** - ***allows you to import items from a Pre-Plan.***

E

check order status

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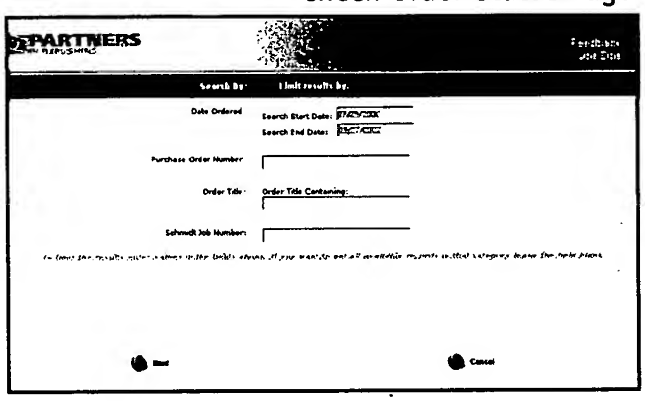
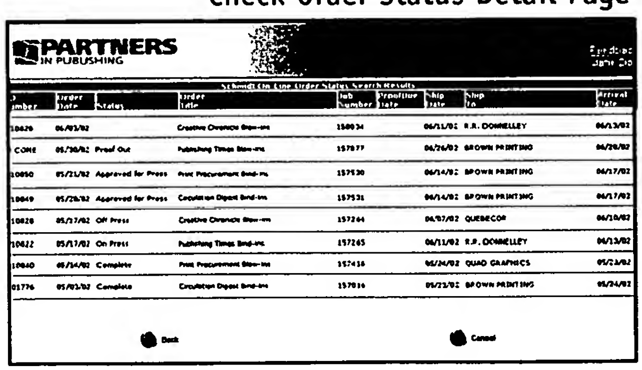
Check Order Status

You can check the realtime status of your orders by using the **Check Order Status** feature. This feature allows you to search for an order based on the date ordered, your purchase order number, order title, or Schmidt job number. If all fields are left blank, schmidt.com will show all your orders in the system.

Check Order Status Page



Check Order Status Detail Page



check order status

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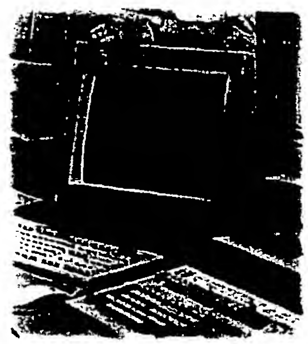
F

review
order history



Will be available on future
versions of schmidt.com.

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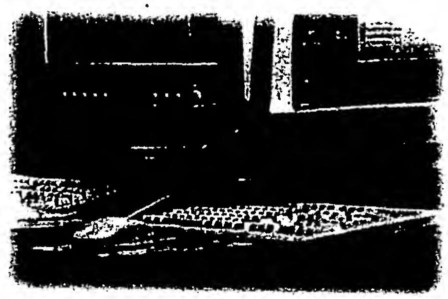
your on-line solution

G

template & image library



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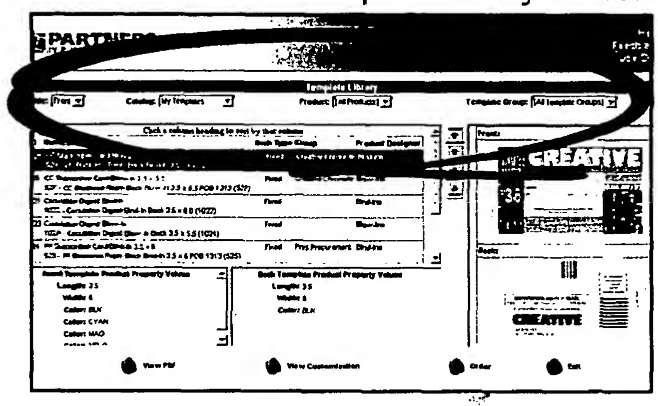
Template Library Features

Select **Template Library** from the main menu to access all templates that are available for use on schmidt.com

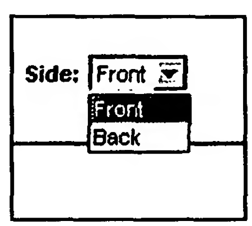
Template Library Window



Users with multiple templates can search for a specific template by selecting one or more of the filtering options. This enables you to narrow a search for a specific template.

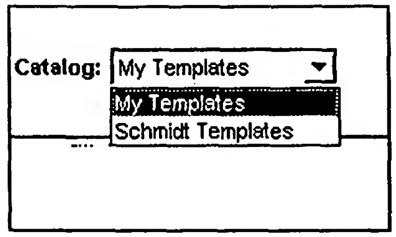
Side Filter

The side filter allows you to filter the templates by either front or back-side of template.



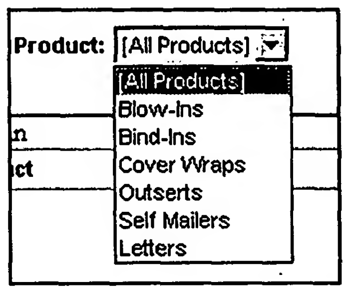
Catalog Filter

The catalog filter allows you to filter the templates by either your templates or Schmidt's templates.



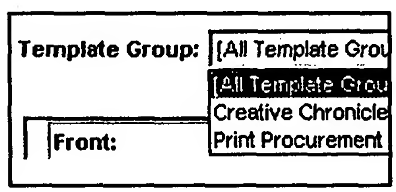
Product Filter

The product filter allows you to filter the templates by product type.



Template Group Filter

The group filter allows you to filter the templates according to magazine title.

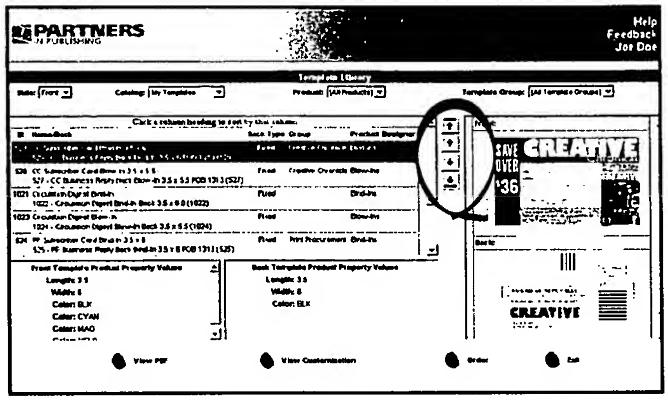


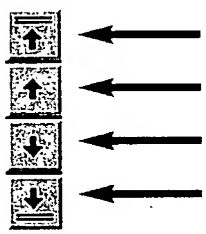
Placing the mouse pointer over the template thumbnail allows you to view customizable areas of the template.

template library

technical support 507.775.7506

Template Library Window





top of list

previous

next

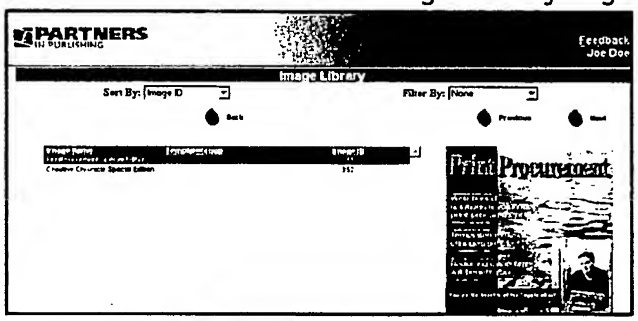
bottom of list

●	**View PDF**	- *shows a larger view of the highlighted template.*
●	**View Customization**	- *shows a list of the customizable fields for the highlighted template.*
●	**View Properties**	- *shows the size and color for the highlighted template.*
●	**Order**	- *brings you to the order entry screen to create an order.*
●	**Exit**	- *returns you back to the main menu of your customized site.*

Image Library Features

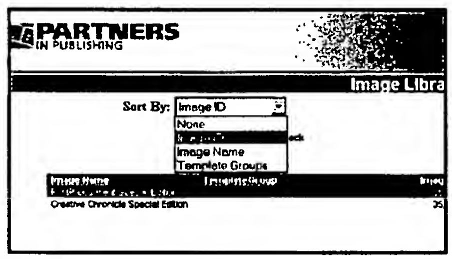
The Image Library enables you to view images available for use when altering templates.

Image Library Page



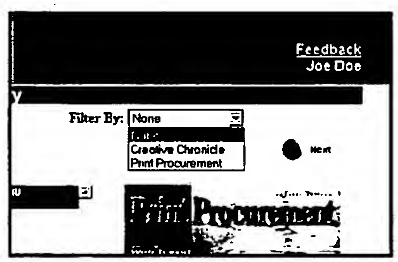
Sort By

The search for a specific image can be narrowed by sorting the list by the image ID, image name, or template group.



Group Filter

The group filter allows you to filter the template library according to magazine title, which helps narrow your search for a specific item.



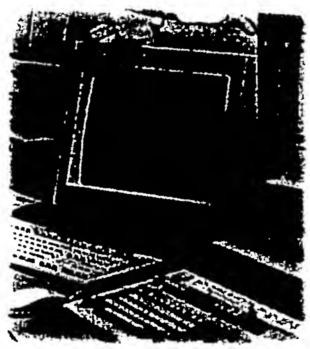
Back - ***returns you back to the main menu of your customized site.***

Previous - ***highlights the previous image listed and shows thumbnail on the right side of the screen.***

Next - ***highlights the next image listed and shows thumbnail on the right side of the screen.***

H

file upload



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file upload

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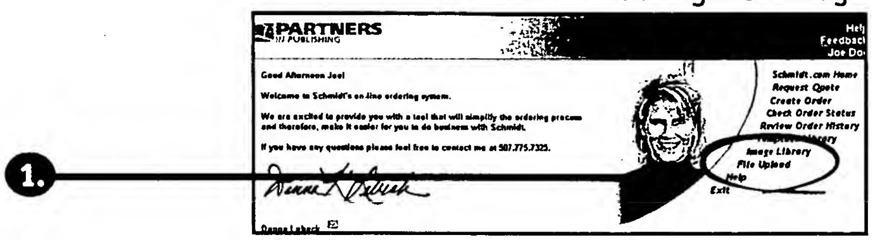
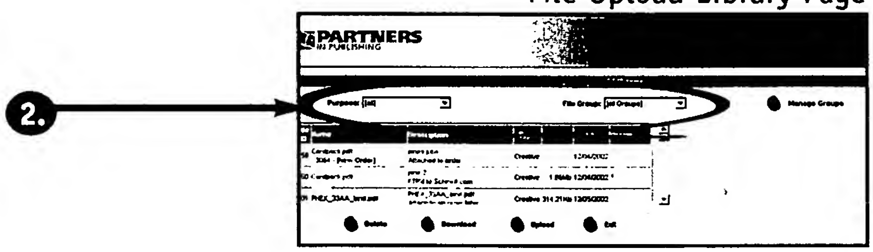
File Upload Library

On-line Ordering Menu Page



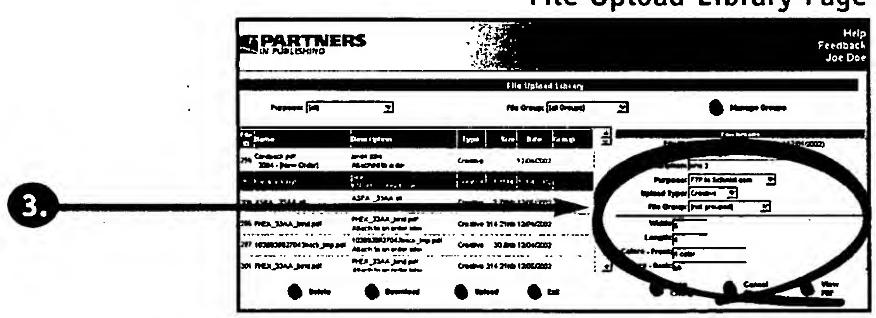
1. Select **File Upload** from the menu.

File Upload Library Page



2. The **File Upload Library** lists all files that have been uploaded to your site. Files can be sorted by File ID, Name, Description, Type, Date or Group. For example, to search for a file by Name, click on the word 'Name' in the blue header bar. Narrow a search by filtering the files by selecting a **Purpose** or **File Group**.

File Upload Library Page



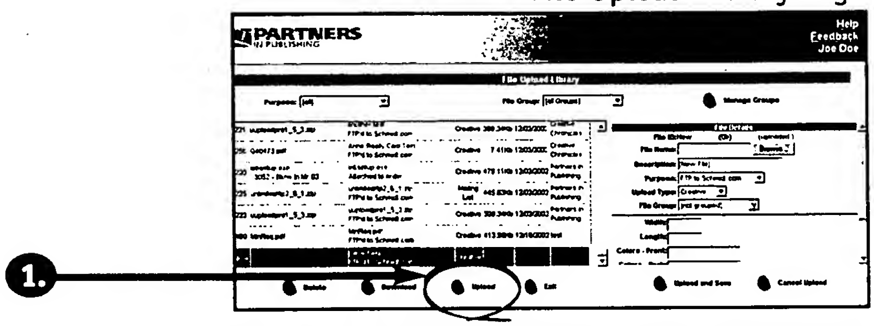
3. Highlight a file by clicking on it and the file information appears on the right.

file upload

technical support 507.775.7506

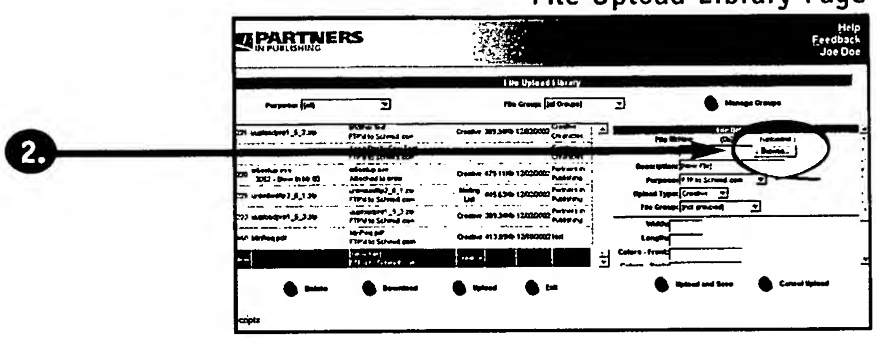
Uploading Files

File Upload Library Page



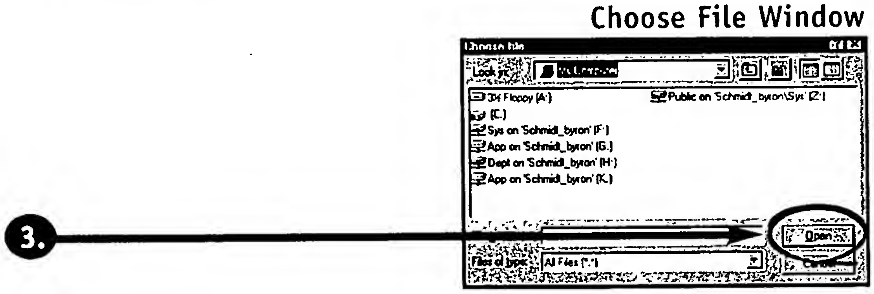
1. To Upload a file, select the **Upload** button. A new highlighted bar will appear in the library.

File Upload Library Page



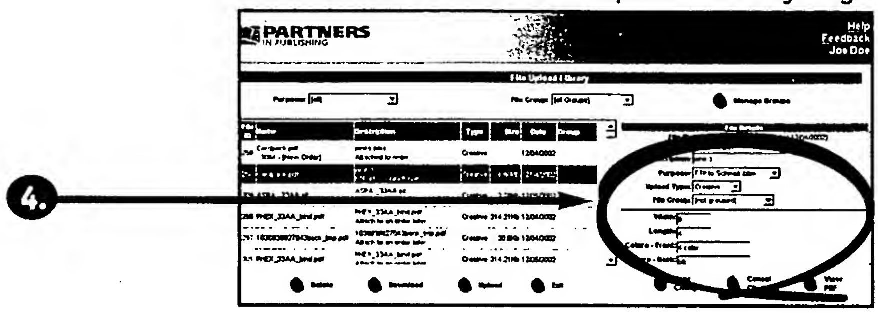
2. Select **Browse** under File Details to activate the **Choose File Window** on your computer.

Choose File Window



3. Select the zip or stuffed file you want to upload from your directory and then click on :Open .

File Upload Library Page



4. Complete the optional fields in **File Details.**

   a. **File Name:** Make sure the file name, and complete file path do not contain these characters: / \ & % $ # @ ' "

   b. **Description:** Describes the contents of a file.

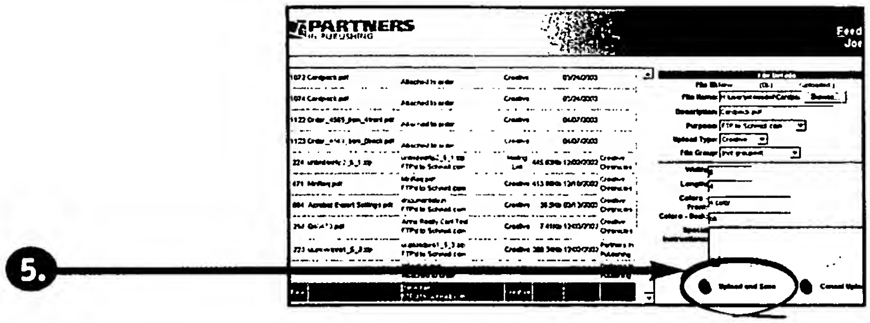
   c. **Purpose:**
   Attach to an order later indicates a file is being uploaded and saved to be attached to a schmidt.com order at a later time.
   **Note: Account Managers will not be notified of the file upload until the schmidt.com order is sent.*

   FTP to schmidt.com indicates a file is being uploaded to transfer to Schmidt.

   d. **Upload Type**: A **Creative** is an art file. A **Mailing List** is data to be used for mailings.

   e. **File Group:** Enables a user to designate a group the file belongs to for organizational purposes. This will not appear unless file groups have been created by the user. To create a group, select **Manage Groups** located above **File Details** either before or after the file has been uploaded.

File Upload Library Page



5. Select **Upload and Save** to complete the upload process. A progress bar will appear in the middle of the screen which indicates a successful upload.
   Note: Schmidt will delete the file once they download it and put it into production.

6. Select **Exit** to return to the menu page.

File Recommendations

Schmidt prefers files be created in the current version of the following software programs:

- QuarkXpress (Preferred)
- Adobe PageMaker
- Adobe Illustrator
- Macromedia Freehand
- Adobe Photoshop
- CorelDRAW
- Adobe InDesign
- *Postscript File
- *PDF File

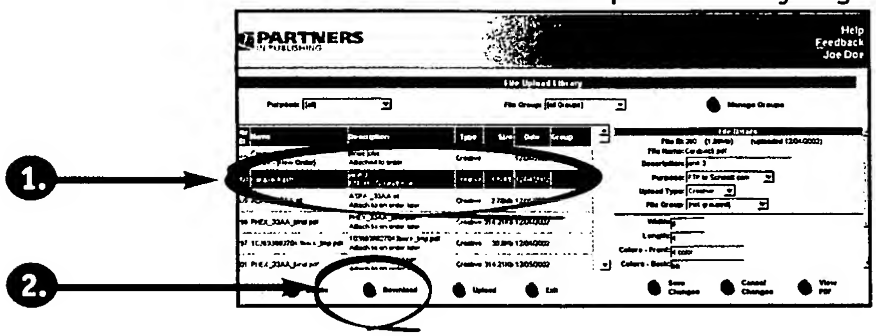
* Please contact Schmidt prior to sending a Postscript or PDF file. We will supply you with a printer driver, resolution requirements and Acrobat Preference settings.

Before you upload a file, it should be stuffed or zipped. At Schmidt, we prefer you create “self-extracting” (.exe or .sea) files using Stuffit for Windows™ or Stuffit Deluxe™ for Macintosh. Files compressed in this manner provide convenient file expansion without using a decompression utility.

For further information please refer to the *Working With Schmidt* section of our website or call the Schmidt Desktop Helpline at: 507.775.7315 or 507.775.7358.

Downloading Files

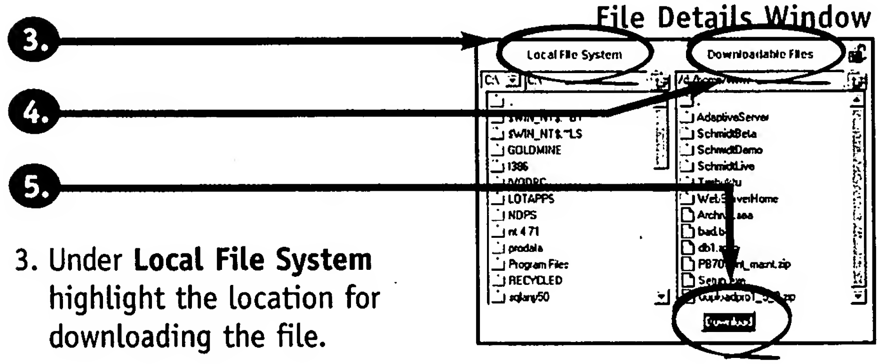
File Upload Library Page



1. Highlight the file to download.

2. Select the **Download** button. Note: Files to download from Schmidt will have a purpose of "FTP'd From Schmidt".

File Details Window



3. Under **Local File System** highlight the location for downloading the file.

4. Under **Downloadable Files** highlight the file to download.

5. Click Download .

6. Close out the window (click on X in the upper right corner) when finished with the download and to return to the File Upload Library screen.

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I

schmidt.com

your on-line solution

Tips for Greater Efficiency

Navigating the site

Use the schmidt.com **Back** button instead of the Internet Explorer BACK button to navigate backwards when entering an order on your customized site.

Reducing order entry time

There are two ways to save time when working with a template that has multiple versions:

1. Use the **Copy Item** feature to copy an item within the order and then edit the areas that change.

2. Click on **Add Version** in the Item Detail Page if you are only changing a code. This allows you to add versions and change codes, quantity, arrival date, and shipping information.

FAQs

Frequently Asked Questions

Q. Who do I contact for help with order entry questions?
Many of your questions can be answered by your company's designated schmidt.com administrator. If he or she is unable to assist you, please contact your Schmidt Account Manager or Jane Blaisdell at 507.775.7506.

Q. Who do I call for help when uploading files?
Schmidt Desktop Helpline
507.775.7315 or 507.775.7358

Q. Can I make changes once an order is sent?
Once an order is sent to Schmidt, the production process begins. Should you need to stop production, please contact your Account Manager for assistance. Alteration charges will vary depending on the changes you are requesting and the status of your order.

Q. What is the difference between an item and a version?
An "item" is a template. After selecting a template, you can create an order that has one or more versions.

Q. What is the Feedback link?
The Feedback link is your direct link to the administrator of the schmidt.com on-line ordering system. This link enables you to e-mail comments and suggestions that will help us improve the site.

Q. Will I see hard copy proofs with my order?
When submitting an order using templated creatives the on-line proof serves as the final proof. However, you will receive a hard copy proof on uploaded files and new templates.

J

pre-plan

Create a Pre-Plan J1 - J4

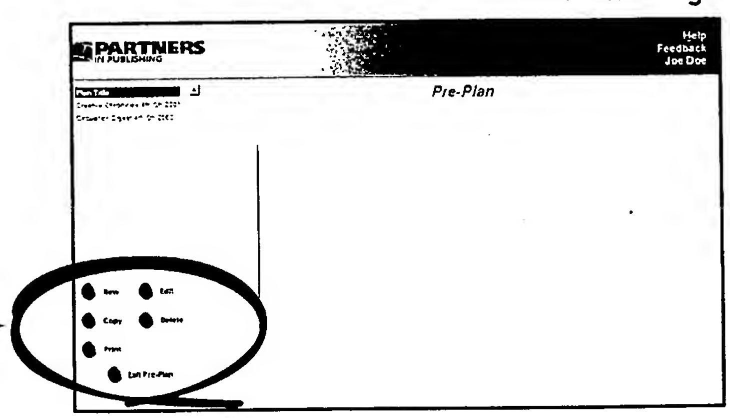
schmidt.com
your on-line solution

Create a Pre-Plan

Once you select **Plans** from the main menu you are taken to the Pre-Plan page that displays your plans. At this point you can select:

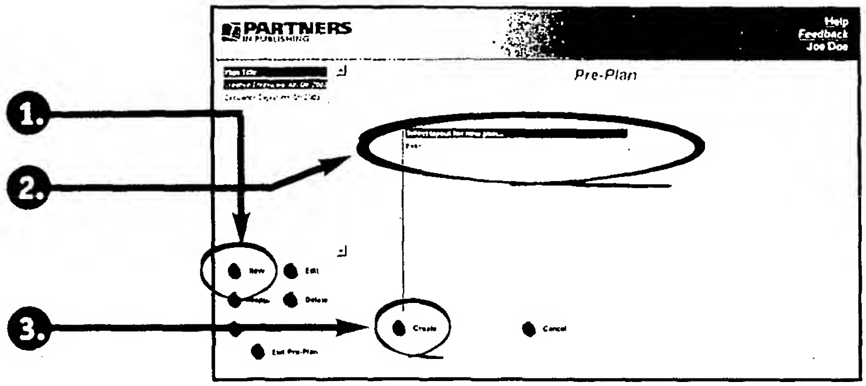
- **New** - *to create a completely new plan.*
- **Edit** - *to edit an existing plan.*
- **Copy** - *to copy an existing plan.*
- **Delete** - *to delete a plan.*
- **Print** - *to print a plan in PDF format or to export to an Excel spreadsheet.*
- **Exit Pre-Plan** - *to return to the main menu.*

Pre-Plan Page



New Pre-Plan

Pre-Plan Page

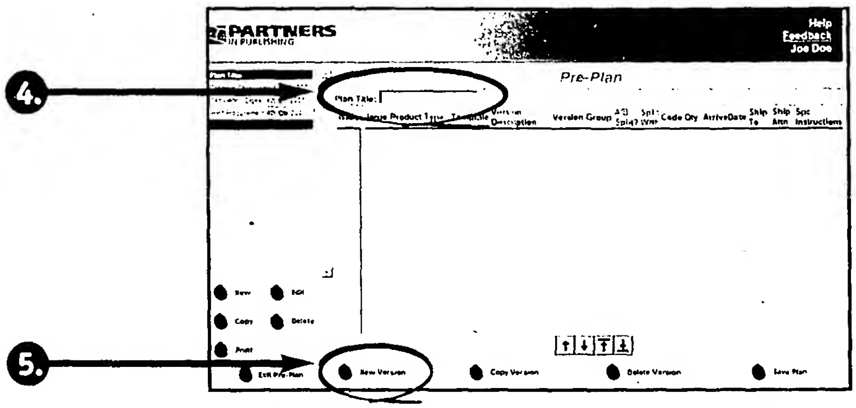


1. To create a plan for the first time, select the **New** button.
2. Choose the layout* under *Select Layout For New Plan.*
3. Select the **Create** button.

*Different layout options can be created.
The Basic plan layout contains the following fields:

- Issue
- Product Type (Blow-in, Bind-in, etc.)
- Template (Select from templates in dropdown menu. Select None if no template is used).
- Version Description
- Version Group (Enter the same Version Group description for versions that use the same template and customization).
- A/B Split? (Perfect or Random)
- Split With (Version to mix with)
- Code
- Quantity
- Arrival Date
- Ship To
- Ship Attention
- Special Instructions (Shipping)

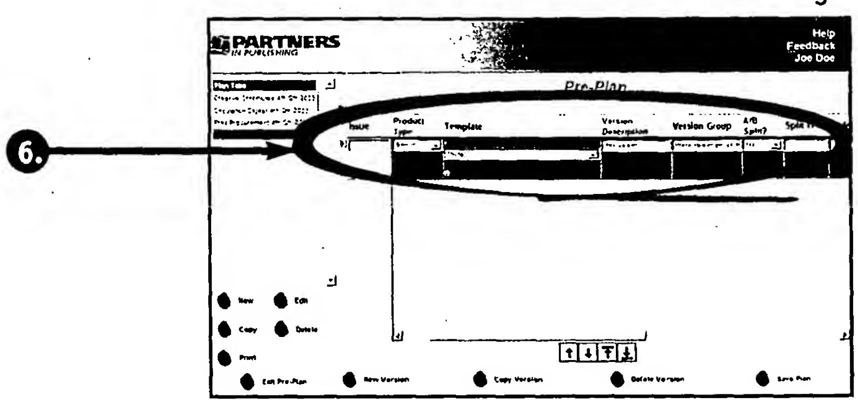
Pre-Plan Page



4. Give the plan a *Plan Title* that is specific enough to easily identify the plan later.

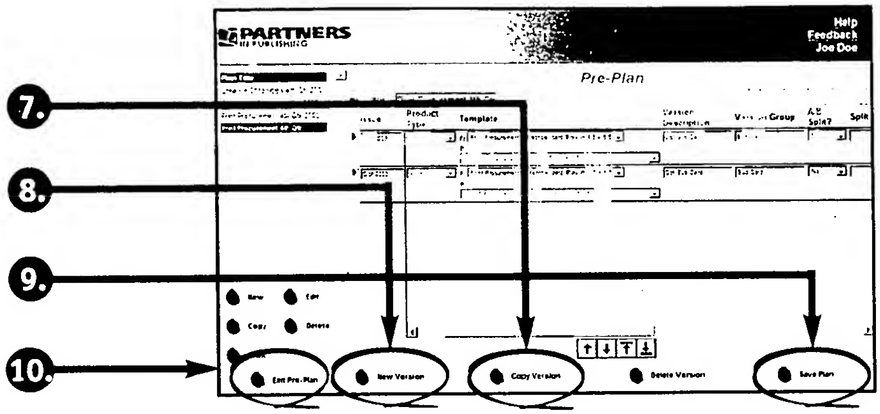
5. Select the **New Version** button to add versions.

Pre-Plan Page



6. Enter the version data beginning with *Issue* and working across the row using the tab key to move to the next field.

Pre-Plan Page



7. Copy a previous row by clicking on the row and selecting the **Copy Version** button (the code field does not copy).

8. Continue either copying versions or entering new versions by selecting the **New Version** button until all versions have been entered.

9. Select the **Save Plan** button to close.

10. Select the **Exit Pre-Plan** button to return to the main menu.